

AMERICAN

TECHNOLOGY DEPT

APRIL, 1945

PRICE 25 CENTS

30 CENTS IN CANADA

WORLD'S GREATEST
BUILDING PAPER

BUILDER



PROGRESS ISSUE WITH HOME DESIGNS FROM 1945 N. A. H. B. COMPETITION

IT PAYS TO FEATURE THE LEADER

NEW-HOME PROSPECTS HAVE CONFIDENCE IN CELOTEX BUILDING PRODUCTS

AVAILABLE NOW!

CELOTEX 1/2" BUILDING BOARD

Celotex standard cane fibre building board — for use wherever strength, rigidity, light weight and insulating properties are required. Smooth ivory-coated on one side; natural on back. Ferox-Processed against dry rot and termites. Sizes: 4' x 6', 7', 8', 9', 10' and 12'.



AVAILABLE NOW!

CELOTEX ROCK WOOL BATTS FOR HOME INSULATION

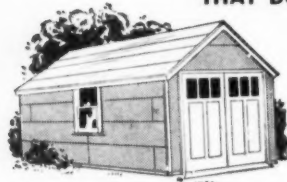


For proved efficiency at moderate cost — but with fine profit to you. Fire-proof. Full stud thickness — can be applied between attic floor joists or rafters. Celotex Rock Wool also

available for "blow-in" application. Easier FHA financing now available to your prospects.

AVAILABLE NOW!

CELO-SIDING . . . THE MULTIPLE-FUNCTION MATERIAL THAT DOES 3 JOBS—SIDING, SHEATHING, INSULATION



For farm buildings, factories, machine shops, warehouses, etc. Applied to studding, it combines siding, sheathing and insulation in one rigid, weather-resistant material . . .

saves lumber, time, labor. Buff-tone or green mineral-surfaced exterior. 7/8" thick—4' x 8' and 10' with square edges; 2' x 8' with T&G long edges. 3/8" thick—4' x 8' with square edges.

Prospects Know and Accept Celotex Quality . . . Have Confidence in You . . . Are Satisfied with the Job. That Means More Business and Profits for You!

Yes . . . Celotex Building Products offer you the advantage of *one complete line* . . . identified by *one name* . . . that America accepts with confidence. Twenty years and more of effective national advertising has built this ready, nationwide acceptance and registered these facts about Celotex—

1. Celotex is the *only* manufacturer of cane fibre building boards in this country.
2. The long, tough, interlocking cane fibres give these Celotex boards great strength and insulating value.
3. Only Celotex cane fibre insulating board products are protected against termites and dry rot by the exclusive, patented Ferox Process.

Today, continuing research and tests, plus constant improvements in manufacturing methods, maintain the famous Celotex standard of quality.

Best of all, you'll find plenty of Celotex building products available *right now* to replace "hard-to-get" lumber. So . . . see *your* Celotex dealer—*soon!*

CELOTEX
REG. U.S. PAT. OFF.
BUILDING PRODUCTS

THE CELOTEX CORPORATION, CHICAGO 3, ILLINOIS

AVAILABLE NOW!

CELO-ROK WALLBOARD AND WEATHER-PROOF SIDING



Celo-Rok gypsum wallboard is fire-resistant — won't warp, expand or contract. Light weight makes boards easy to handle, yet they are strong and durable. 1/4" thick with square edges;

3/8" and 1/2" thick with square, recessed or beveled edge. Sizes: 4' x 4', 5', 6', 7', 8', 9', 10', 11', and 12'.



Celo-Rok Weather-Proof Siding is a fire-resistant gypsum board for use in place of both sheathing and siding. Treated with weather-proofing compound. Green-finished exterior requires no painting.

1/2" thick with T&G long edges; 1" thick with ship-lapped long edges. Sizes: 24" x 6', 8', 9', and 10'.

ALSO AVAILABLE!

- Celotex Asphalted Building Board
- Celotex Insulating Sheathing
- Celotex Insulating Lath
- Celotex Insulating Interior Finishes
- Cemesto Celotex Roof Insulation
- Celotex Triple Sealed Shingles
- Celotex Triple Sealed Roll Roofing
- Celo-Rok Plasters
- Celo-Rok Anchor Lath
- Celo-Rok Sheathing
- Flexcell Expansion Joint



EASIER OPENING



SAFER CLEANING



MORE DAYLIGHT



BETTER VENTILATION



BETTER SCREENS



LOWER UPKEEP

EASY TO LOOK AT... AND

Easy to Open!

There's genuine beauty in this living room bay—made of three standard, low cost Fenestra postwar windows. It brings out the versatility of Fenestra's new simplified, standardized line of residential windows.

This line has been worked out so carefully that, with only a few window types, you can achieve an amazing degree of variation. You can combine fixed sash with opening units. You can provide larger, clear areas, if desired, simply by removing muntin bars.

The result? You can suit the taste of your customer without the use of special windows and their consequent extra cost and trouble.

A RIGHT WINDOW

Fenestra Residence Steel Casements add beauty both to the outside and the inside. More than that, they afford easier opening, more daylight, better ventilation, safer cleaning, better screens, lower upkeep—see sketches above.

These are A-1 sales arguments to have on your side when, again, you're looking for features to help make the sale. Production of windows must wait—but the facts on Fenestra's postwar line of low-cost windows are ready to help you plan. Write for information—to

Detroit Steel Products Company, Dept. AB-4, 2260

East Grand Boulevard, Detroit 11, Michigan. (Pacific Coast Plant at Oakland, California.)

Fenestra
Keep U.S. Pat. Off.
STEEL CASEMENTS

FOR EVERY ROOM



CHEVROLET
Sales Leadership
 is backed by
CHEVROLET
Service Leadership

If your truck is a **CHEVROLET** you'll get **SERVICE**

Service *WHERE* you want it

The service you get from your Chevrolet truck—built-in, long-lived service so outstanding that it has made Chevrolet the world's largest-selling truck—is backed up by an equally outstanding nationwide field organization to provide service for your truck. Actually, Chevrolet's service organization is nationwide—with thousands of dealer service stations, plus other thousands of garages and shops to which authorized Chevrolet parts are made available. Service facilities are always close at hand.

Service *WHEN* you want it

Chevrolet's thousands of dealers are pledged to help keep the nation's motor transportation units rolling—and Chevrolet's unmatched parts distribution system makes it possible for them to provide you with the service you want whenever needed. The vast network of Chevrolet service stations, and the factory's great national service and parts departments, are working hand in hand to achieve the same end . . . the right part at the right place at the right time, to preserve the vital motor transportation of America.

CHEVROLET MOTOR DIVISION, General Motors Corporation, DETROIT 2, MICHIGAN

One out of every three trucks is a
CHEVROLET TRUCK

BUY MORE WAR BONDS • HELP SPEED THE VICTORY

Want a House-sense
Opinion on WHY
BRADLEY
Pre-finished
Flooring clicks?

Ask the floor layers . . . they know good flooring when they see it.

Here's what this veteran Chicago craftsman said, for example:

"I've been laying hardwood floors all my life . . . years ago in the fine homes of the old South Side, more along the 'Gold Coast,' and all the way up the North Shore.

"In the last 2 years I've put down a good many thousand feet of this Bradley Pre-finished . . . it's the best I ever saw. Take the way it joins up . . . the strips just *slide* into place. The matching is right and there's no crook to be forced in drawing up . . . that's because they make 'Straight-Line', as they call it . . . and it sure is. Just look at these strips here in front of me, you can see for yourself."

(Name of floor layer on request.)

"I'll say it's
**STRAIGHT-
LINE**"

This man's simply stated good opinion of Bradley Pre-finished Straight-Line Hardwood Flooring is just a sample of what has become *spontaneous enthusiasm* for Bradley's latest achievement in making a better product, among floor layers, among contractors, among dealers. Write for specifications.



BRADLEY LUMBER COMPANY of Arkansas
WARREN, ARKANSAS

"ME? I'm not Taking Chances!

THE WAY I SEE IT, people are going to scramble to have repair and modernization work done when L-41 is liberalized.

But they are going to expect good products and good workmanship!

And I'm not forgetting it!

I've spent a good many years in building up my reputation. To keep jobs coming my way I know I've got to have satisfied customers.

So first off, I'm going to rely upon and use those products which bear the label of my old manufacturer-friends, the fellows who made dependable products and materials in the past.

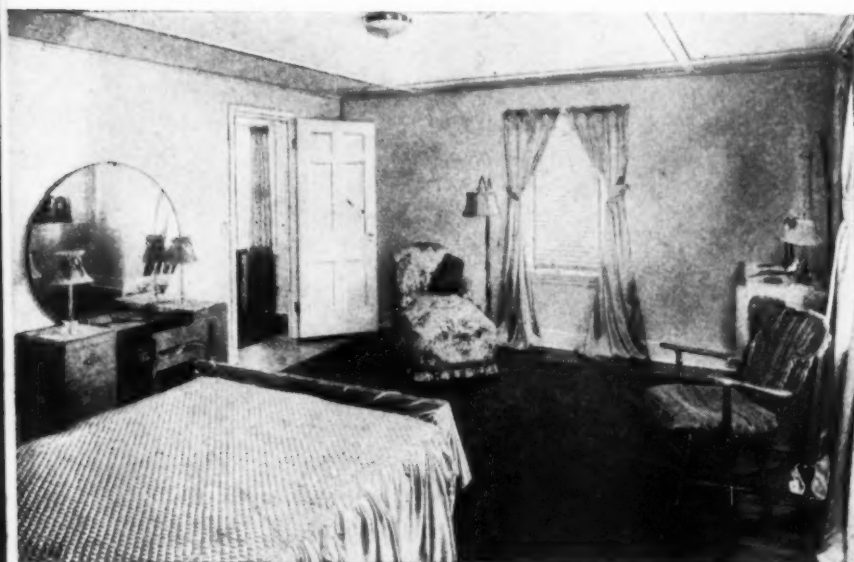
Second, I want to be free to choose the specialized product which I know is best for the job. That means

I've got to do business with dealers who carry varied lines of leading manufacturers. That way, I figure I'll get better materials and be able to do better jobs.

And last, I'm going to give the preference to products which are nationally advertised because the public has greater confidence in them and therefore in me, when I recommend and use them."

★ ★ ★

That is the way a good many important contractors are talking to us these days. Their reasoning makes such good sense, we wanted to pass it on to you. The Upson Company, Lockport, New York.



Millions of jobs like this are in the making for Upson Panels. For one home owner in every four says cracked plaster needs attention.* Upson Kuver-Krak Panels are designed especially for the building of beautiful ceilings—right over cracked plaster.

*Reader-Consumer Panel of The American Home Magazine

Upson Quality Products Are Easily Identified By The Famous Blue-Center

PACEMAKER IN CRACKPROOF PANELS



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LETTERS

To the Editor

A home for another veteran

To the Editor: Will you help me by furnishing me whatever matter you can to aid me in building a small South Florida Gulf homestead home?

For twelve years, 1924 to 1936, I received *American Builder* each month and profited no end from the matter contained.

I have requested subscription and am supposed to be on your waiting list at present.

I was retired on September 1, 1944, and have come to Florida for my health and want to build soon as possible. I am qualified to receive all benefits provided to veterans. Send me any matter you can, even back numbers of *American Builder*.—EDWIN J. STEPHENS, Warrent Officer, U.S.N.R. Retired, Englewood, Fla.

Do you check with this?

To the Editor: The answer to the "Termite Twister" in Structor's column of your February issue is that the orderly traveled at the rate of 9.5656 feet per hour for one hour and, therefore, traveled a total of 9.5656 feet. (Why the column still kept moving forward after the orderly's message was received, I haven't yet figured out.)—SAMUEL C. McFALL, Bangor, Me.

California encouragement

To the Editor: Thanks for your complimentary letter of January 25, regarding my display of homes and floor plans at the N.A.H.B. convention. Certainly the country and home builders are eager to start as soon as reconversion and readjustments are construed to be safe and does not hamper the war effort in any way.

If you will permit me to trade a compliment, may I say that I hope *American Builder* will continue its forward progress which, judging from my own interest, is very appreciable to all builders. Also accept my compliments for your column "On and Off the Record." The great amount of energy and effort extended to it by you is remarkable.—JOS. L. BINET, Contractor-Builders, Sacramento, Calif.

Another convention booster

To the Editor: I was very much interested in the way which you of the *American Builder* presented the prize-winning N.A.H.B. designs. I have enjoyed reading your magazine for the past three years and it has a prominent place in my working library.

I think the N.A.H.B. Convention was a huge success and found a great deal of inspiration in the various programs and exhibits which I attended.—HOWARD H. CLAYTON, Los Angeles, Calif.

Yes: it's sound

To the Editor: I was very much interested and sympathetic with your editorial in the February issue.

In this connection, I am wondering if you have read the editorial, "Let's Deal With Facts—Not Myths" by Herbert U. Nelson, executive vice-president of the National Association of Real Estate Boards.—FRANCIS E. INGALLS, Lincoln Co-Operative Bank, Lynn, Mass.

(Continued to page 154)

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FOUNDED—1879

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APRIL

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Modern or Traditional; 2-Family Design; Open Plan for Modern Living; For Acres in the Country; Heated by the Winter Sun; Balanced Design; Small Home Has Everything; One-Story Plan Neatly Handled; A House Full of Pleasant Surprises; Restful Living for the Summer; Planning from the Garden Viewpoint; Good Layout for Wide Lot; Economy Home for White Collar Workers; Another Home for Suburbs; Post-War Planning Shows Smart Thinking; Sturdy Style; Much Space—Small House; Modern Feeling for City Living; Cape Cods are Always Popular; Six Rooms and Garage.

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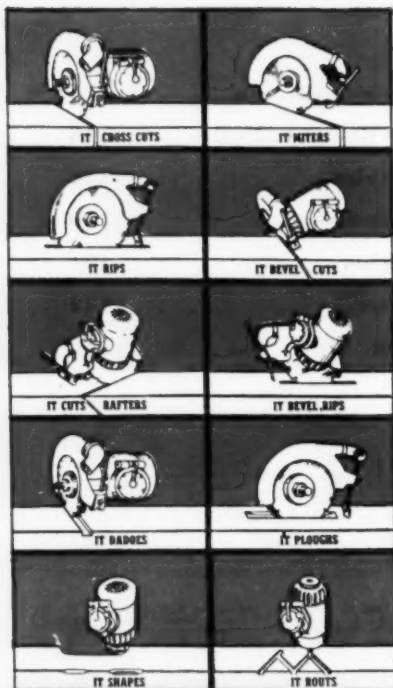
JOSEPH B. MASON, Editor; Robert E. Sangster, Managing Editor; James F. Bonnell, Eastern Editor; Bernard L. Johnson, Western Editor; J. Harold Hawkins, Assistant Editor; John E. McNamara, Associate Editor; Joe Sanders, Southwestern Editor; L. E. Arent, Art Editor, Editorial office, 105 West Adams Street, Chicago.

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Any house that **DE WALT** custom-cuts
on the job...goes up better,
faster, and at less cost!



...and with proper
tools makes any
cut possible!

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This versatile, all-purpose cutting machine is the one you should consider *first* as you plan for tomorrow's building.

DeWalt puts your job on a "production line" basis—saves layout time, materials handling time, reduces cutting time, eliminates material waste, saves countless man hours.

DeWalt *accurately* cuts material for framing and for roof, interior trim and special jobs. This accuracy gives you quicker fitting and a neater job.

The DeWalt model illustrated on this page is rugged, compact—and yet portable. It can be carried from job to job easily.

Investigate DeWalt. Own a DeWalt. DeWalt is available in models ranging from 1/2 H. P. to 10 H. P. Write for full information. DeWalt Products Corporation, 14 Fountain Avenue, Lancaster, Pa.



ELJER

PLUMBING FIXTURES

SPOTLIGHT FEATURES

The Legation tub by Eljer has a great variety of features and fits any conventional bathroom layout.

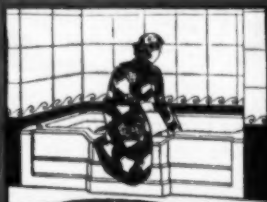
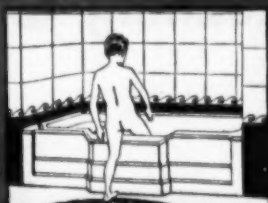


SPOTLIGHT FEATURE

The integral tub-and-seat is ideal for bathing children.

SPOTLIGHT FEATURE

Flat bottom makes for easy and safe stepping in and out.

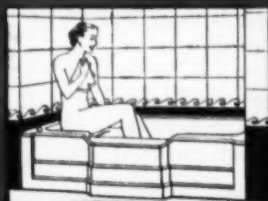


SPOTLIGHT FEATURE

Rim seat for foot bathing.

SPOTLIGHT FEATURE

Built-in seat for sitting bath or shower.



SPOTLIGHT FEATURE

Every point is within easy reach for cleaning.

MEAN ENTHUSIASTIC CLIENTS

Spotlight Features in all Eljer plumbing fixtures give them distinctive qualities. Your clients want these features in their homes and commercial structures.

Consider the Legation tub by Eljer. The built-in seat, the wide flat bottom, the comfortable rim seat and the easy way in which the whole tub can be kept clean, are all extra features which mean immediate acceptance for this fine fixture. The over-all modern design and high quality are typical of all Eljer plumbing fixtures.

Be sure that you provide for these Spotlight Features in all your installations. SPECIFY ELJER AND BUILD WITH ELJER PLUMBING FIXTURES.

ELJER CO. FORD CITY, PA.

SINCE 1907 MAKERS OF FINE PLUMBING FIXTURES

good-natured
sunny disposition
mild and compliant

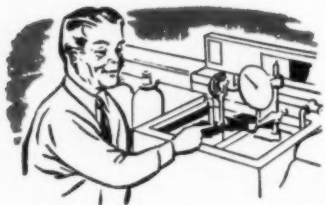
Carey

~~goodness~~ ('nes), n. the state
or quality of being good;
. syn; see virtue.

Carey is a short word meaning Good-ness



THE CAREY NAME, known for dependable products since 1873, spells quality to your prospects and customers.



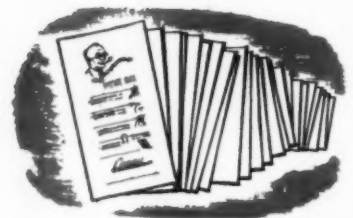
CAREY RESEARCH is making old products better and better... and is continually developing saleable new ones.

MOST Carey products have been steadily growing in usage for years and years. They have earned this through their solid, unvarying *good-ness*. Not from being shouted to the skies.

Builders who have used Carey products through the years know the business value of the confidence and acceptance built up by this dependable, uniform quality.

Day in and day out, the Carey laboratories conscientiously surround all production with rigid quality controls so that high standards must be maintained. And as you might expect, the constant safeguarding of the individual *good-ness* of every product in this broad line is a responsibility which Carey takes with utmost seriousness.

For solid, business-building success in the postwar building era... build and remodel with—



STEADY PROMOTION makes Carey products highly acceptable to your customers.



CAREY "SHOW-HOW" simplifies proper product application... avoids time-wasting grief.

the **Carey** line

Asbestos Shingles and Siding
Rock Wool Insulation
Waterproofing Materials

Asphalt Shingles and Roofings
Asbestos Coverall Board
Miami-Carey Bathroom Cabinets and Accessories

Asphalt Roll Brick Siding
Roof Coatings and Cements

The Philip Carey Manufacturing Company, Lockland, Cincinnati 15, Ohio In Canada: The Philip Carey Co., Office and Factory: Lennoxville, P.Q.

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• • Designed for Double Duty

The same efficient portable tool makes a powerful drill press, too!



That's right! The same Black & Decker Electric Drill that's so handy to carry from job to job also clamps quickly into a Black & Decker Drill Stand to make a powerful drill press and is just as quickly removed for portable use. And Black & Decker Drills of all sizes—from $\frac{1}{4}$ " to $1\frac{1}{4}$ "—are designed and

powered for this double-duty service.

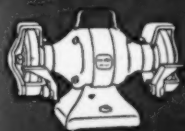
Black & Decker Drill Stands provide the leverage for a steady, smooth feed on precision work . . . as well as for tremendous pressure when needed. And Black & Decker Portable Electric Drills have what it takes to keep going under that pressure, on any job up to their rated capacity.

That's because each part in every Black & Decker Tool is specifically designed and made for the job it has to do. For example, Black & Decker uses no stock motors. The motor in any Black & Decker Tool is a motor engineered and built completely by Black & Decker—to deliver maximum efficiency and performance in that particular tool.

Whether you buy one tool or thousands, get the extra satisfaction that's built into every product of Black & Decker—world's largest manufacturer of portable electric tools. There's a Black & Decker Distributor near you as a ready source of information and supply on the complete Black & Decker line. The Black & Decker Mfg. Co., 666 Pennsylvania Ave., Towson 4, Maryland.

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PORTABLE ELECTRIC TOOLS



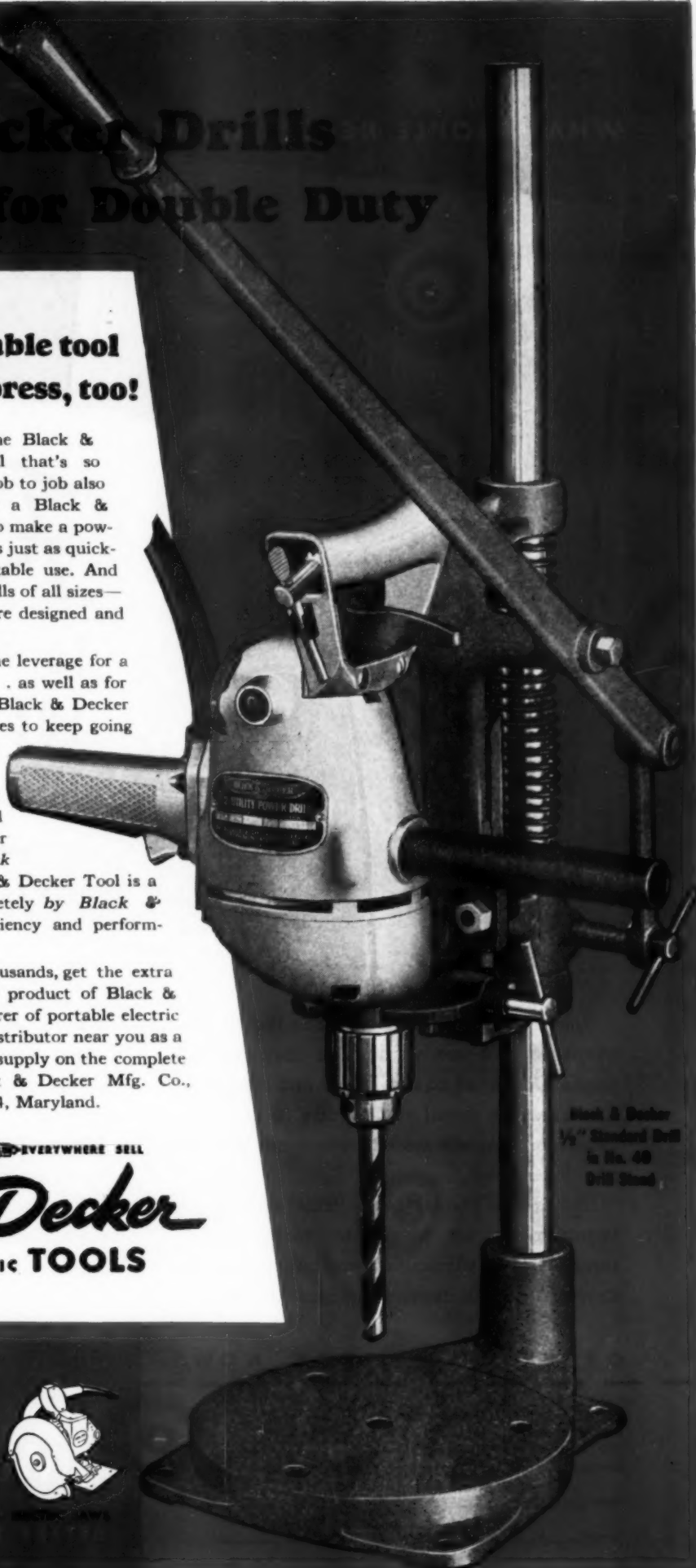
BENCH GRINDER



ELECTRIC SANDER



ELECTRIC SAW



Black & Decker
 $\frac{1}{2}$ " Standard Drill
in No. 40
Drill Stand

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Westinghouse

BETTER HOMES DEPARTMENT

WOOD

in war, in peace,
always a favorite

Easy fabrication, beauty, economy, strength and superior insulating properties have put wood at the head of America's building specification sheets for centuries.

And because wood has been improved it will remain a favorite in postwar construction.

Alert to the necessity for progress, the wood industry, too, has utilized the benefits of modern chemistry, viz:

WOOD PRESERVATIVES — clean treatments, toxic to fungi and with water repellent values furnish extra protection for wood and lengthen its life.

MODERN GLUES — that strengthen wood, permit its wider usefulness... in plywoods, in laminated structural members, in better millwork, in dry-built and pre-fabricated building construction.



Combining their resources and research in this service to wood are Monsanto Chemical Company, pioneer producer of the newer wood protection chemicals, and I. F. Laucks, Inc., Monsanto subsidiary, the world's largest manufacturers of industrial glues.

Producers of wood and wood products, and those who utilize them, can look here for the help and developments that will insure to wood its preferred position among all building materials.

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CHEMICALS

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Organic Chemical Division
1700 South Second St., St. Louis 4, Mo.

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America's Glue Headquarters
Seattle 4, Wash. Lockport, N. Y.
Los Angeles 1, Calif. Portsmouth, Va.

Laucks, Ltd.
Vancouver, B. C. Stanbridge, Que.

Post pages..p

NING POST

A ROOF TO LAST AS LONG AS THE HOUSE

In the kitchen of his (modern house, a young man was turning out a breakfast for a group of the national reconstruction agency.

His appearance changed to the kitchen and was a piece of one with the new, turned out for a coffee for the breakfast, a breakfast from a table. (The house was built from an old one, it was converted to the

the put the engine into the car and he put the car into the garage. The day was good.

But he did not stop to explain himself. "The man who thinks he has done something," he said, "has not done anything." He said was already doing with thoughts of a new and larger engine for transportation use.

Just ahead for the processing which was to be

to some extent.

Today, it

will give

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s..plant the seed...
that grows into homes like these



***People purchase products
that are pictured in the***

SATURDAY EVENING
POST

Fire... "Stay 'way
from my
Home"



SHEETROCK *Fireproof WALL and CEILING PANELS*



Say "Fire, stay 'way from my home"—but say it in language that fire understands . . . install fireproof Sheetrock wall and ceiling panels. For Sheetrock is made of gypsum, the fire-fighting mineral that cannot burn . . . protects the framework over which it is applied till help can arrive.

But Sheetrock is more than a fire armor. For you can decorate it with any finish that's brushed, sprayed or pasted on . . . and you

can start the minute the last panel is nailed up. If you prefer, use the Perf-A-Tape system that "welds" the panels together and conceals the joints . . . or feature them with the Panel Wall method.

What's even quicker, Sheetrock comes ready-finished in faithful woodgrain reproductions of bleached mahogany, knotty pine and walnut. Available now . . . without hindering the war effort. Write today for the big Sheetrock book to U. S. Gypsum, 300 West Adams Street, Chicago 6, Illinois.

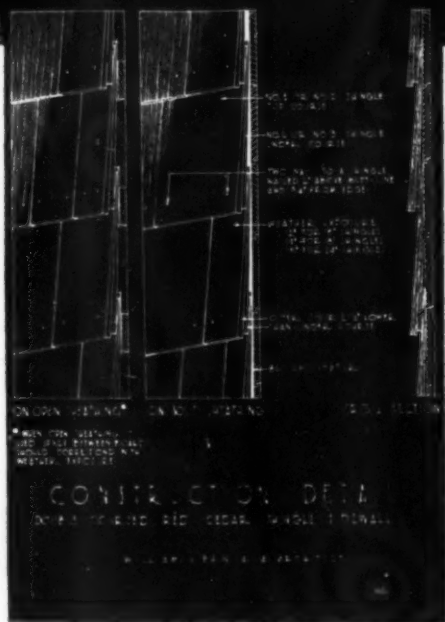
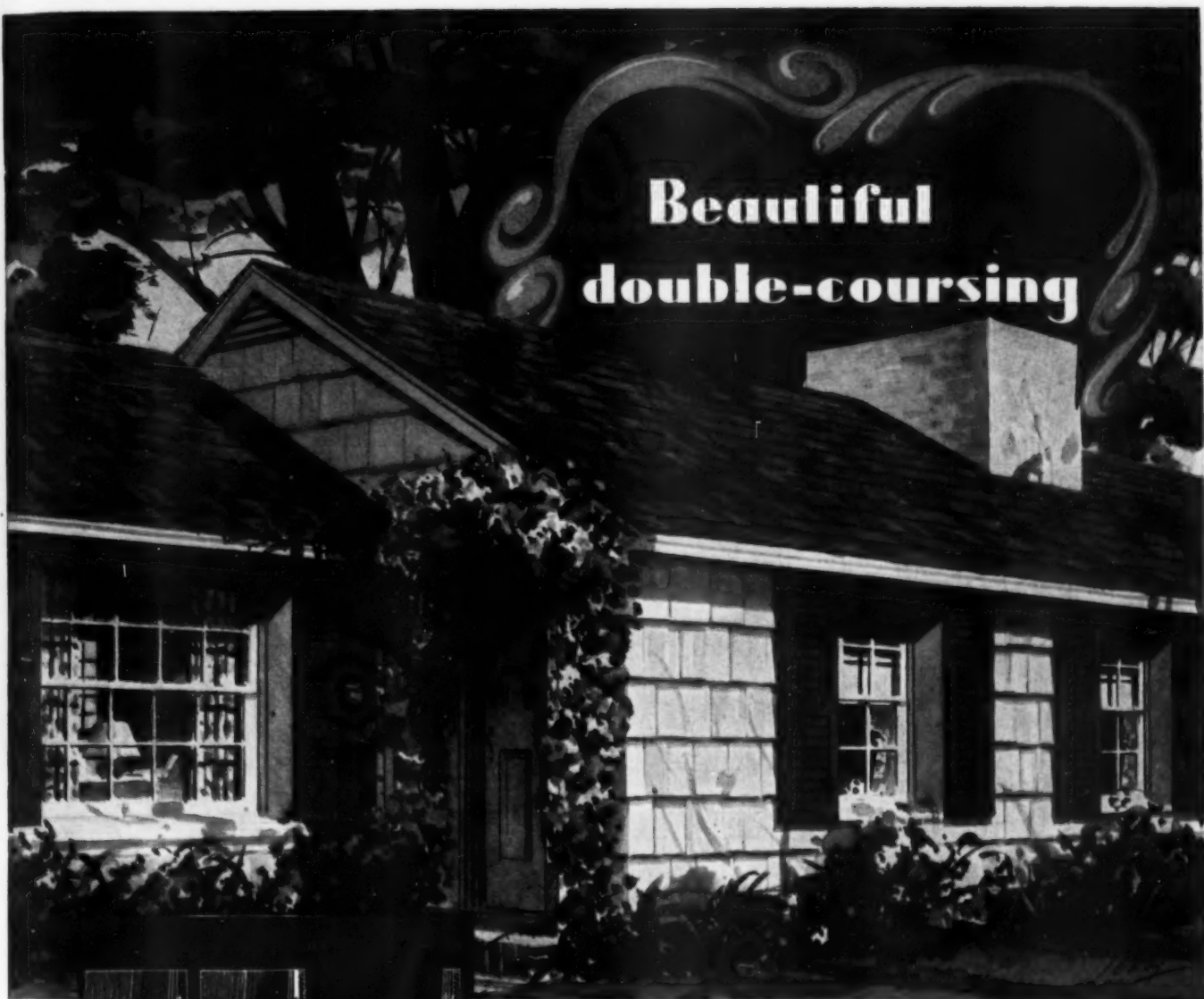
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United States Gypsum

For Building • For Industry

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The Colonial, the English Cottage, the California Ranch types and the Modern Cottage of five or six rooms are ideal for double-coursing with Certigrade Red Cedar Shingles. Use the No. 1 or 2 grades for the outer course, and for economy, the cheaper grades for the under-course. The overlapping butts (a feature of under-coursing) create deep and most attractive shadow lines and the sturdy, substantial appearance of more expensive materials.

Send for your complimentary Blueprint of double-coursing. Address . . .

RED CEDAR SHINGLE BUREAU
5508 White Building, Seattle 1, Wash., U.S.A.,
or Vancouver, B. C., Canada



Red Cedar
SHINGLES



Illustration from Bryant national advertisement

KEEP THE LITTLE LAMBS IN MIND

Surveys show that families with youngsters will be one of the most important groups in the postwar homes market. That means still greater demand for modern heating . . . the kind provided by Bryant automatic gas heating.

When you include Bryant in your new homes, the buyers are assured efficient, economical heating. Compact design frees more space for your planning. Attractive cabinets of crackle gray harmonize with any interior. And, the ex-

panded Bryant line offers you any type of gas heating from small units that fit into closet spaces to large, complete winter air conditioning systems.

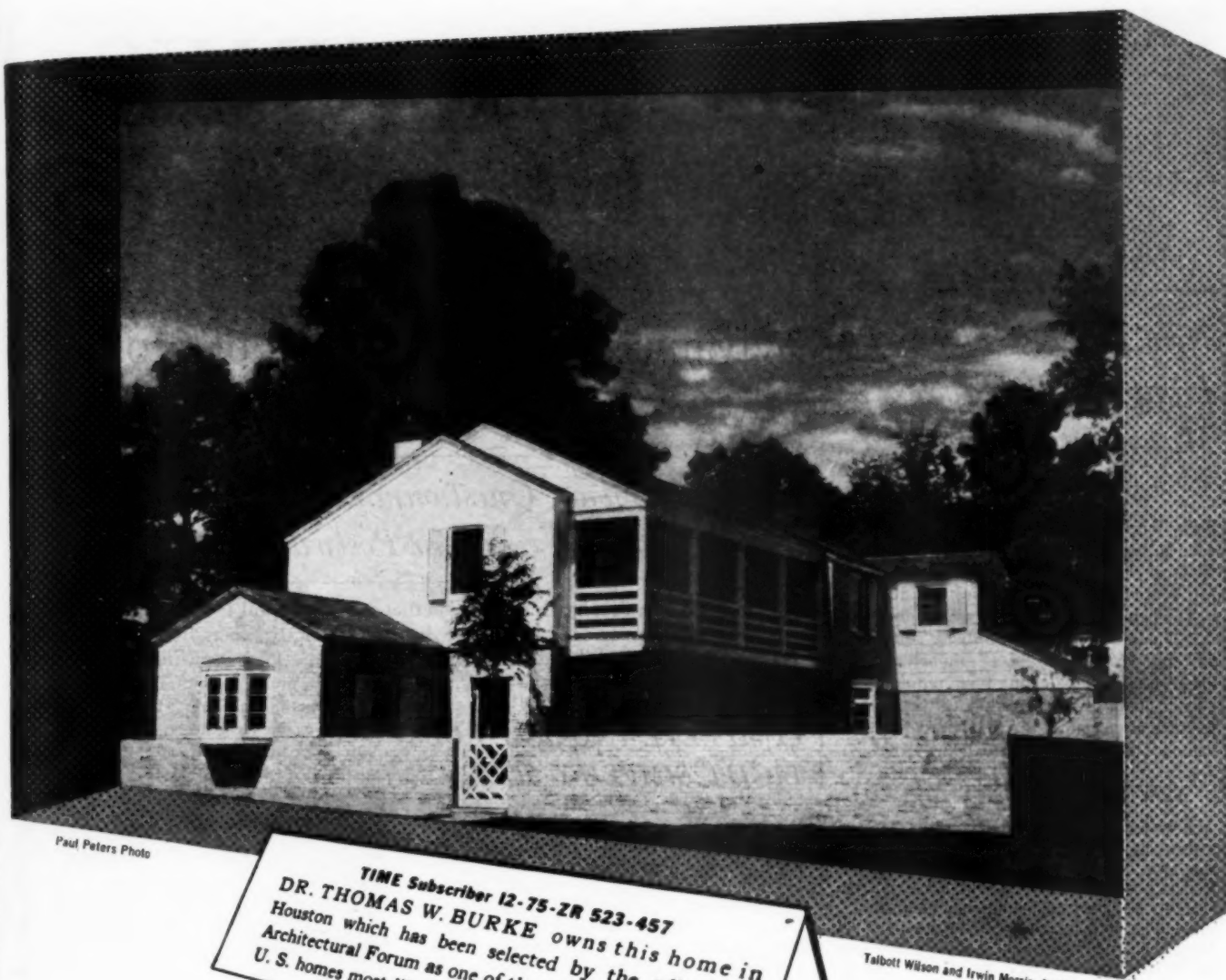
Watch how your postwar prospects develop among families with children . . . and let the nearest Bryant representative work with you in choosing automatic gas heating for those homes where we all must *keep the little lambs in mind!*

THE BRYANT HEATER CO., CLEVELAND, OHIO
One of the Dresser Industries

bryant
GAS
HEATING



LET THE PUP BE FURNACE MAN



Paul Peters Photo

TIME Subscriber 12-75-ZR 523-457
DR. THOMAS W. BURKE owns this home in
 Houston which has been selected by the editors of
 Architectural Forum as one of the recently constructed
 U. S. homes most likely to influence new trends.

Talbott Wilson and Irwin Morris, Architects

Presenting THE SHOW-ROOM HOMES *of the Nation*

OF COURSE, ALL TIME READERS don't own homes like Doctor Burke's. But by and large the more-than-a-million readers of TIME do own the modern or traditional, sumptuous or simple, show-room homes of the nation!

In each community TIME readers own the homes in which your prospects will first see the building products you want them to want—being used—and enjoyed—and demonstrated.

With twice the average U. S. income TIME's million alert, progressive families can afford to own more homes and better homes—the kind of homes that will be admired and copied by 30,000,000 other U. S. families. In a very real sense, the readers of TIME help establish the home-building trends of the nation.



P. S. According to surveys made among test-groups of TIME families in seven large cities, 180,000 TIME families are planning to build as soon as the government lets them; and 109,000 more are planning to remodel!

GATEWAY TO THE BUILDING MARKET

SYLVANIA NEWS

HOME CONSTRUCTION EDITION

APRIL

Published in the Interests of Better Sight and Sound

1945

New Fluorescent Lamps Will Have Many Uses in Home

New, long, slim-diameter fluorescent lamps soon to be placed in production by Sylvania Electric will provide homes with a new lighting source offering interesting possibilities.

The new Long-Slim lamps will be produced in 42" and 64" lengths of only $\frac{3}{4}$ " diameter, 72" and 96" lengths of 1" diameter. They are of the instant-starting type, requiring no starter and thereby reducing the maintenance attention required—an important advantage to the prospective home-owner.

NEW FEATURE INTRODUCED

A new feature is that the lamps are rated for operation at either of two current ratings, the one chosen being determined by the ballast selected. Low current operation results in low surface brightness, ideal where unusually soft lighting effects are desired for decorative purposes. As yet, the new lamps are available only in sample quantities. The sockets and ballasts required will not be ready for several months. However, this information will be helpful in post-war planning for this novel, adaptable light source. Sylvania Electric adds a 13-watt miniature lamp, 21" long, $\frac{5}{8}$ " in diameter to its complete fluorescent line. This is of regular starting type.



Here is one of the new long-slim fluorescent lamps soon to go into production at Sylvania Electric.

Sylvania Launches Study of Home Owners' Lighting Preferences

Interviews, Questionnaire Ads Being Used To Gage Trends in Postwar Illumination

In order to obtain first-hand information that will be helpful to builders in evaluating postwar trends in domestic lighting, Sylvania Electric Products Inc. has undertaken an extensive survey of the ideas of home-owners on the subject of illumination. Thousands of personal interviews have been conducted with householders, in an endeavor to

determine their preferences on types of lighting for various rooms. It is expected that many typical domestic lighting problems

COMPLETE PACKAGES OF LIGHT SIMPLIFY JOB

Of special interest to the builder is the fact that the Sylvania Electric line of fluorescent lighting equipment includes "complete packages of light." Lamps, fixtures and starters are all designed and built by a single manufacturer to work harmoniously together, and are supplied as a single unit ready to install.

This feature will be of real value to the home builder both in ordering and in installing lighting equipment. In addition, Sylvania Electric's "complete packages of light" have the advantage of unified responsibility by a single maker. These facts indicate the efforts Sylvania is extending in order to insure a feeling of reliability, to the builder, in Sylvania Electric equipment.



Here is one of Sylvania Electric's questionnaire-type advertisements.

will be unearthed, forming a varied groundwork upon which applications may be satisfactorily solved.

These interviews form one of the two major phases of Sylvania Electric's comprehensive program. The second phase consists of questionnaire-type advertisements appearing in national magazines.

FINDINGS TO BE REPORTED

As these studies progress, reports of the findings will be published from time to time in future issues of SYLVANIA NEWS. Builders and contractors in particular will be sure to find this cross-section of enormous interest in figuring postwar plans.

SYLVANIA ELECTRIC

SYLVANIA ELECTRIC PRODUCTS INC., Salem, Massachusetts

MAKERS OF FLUORESCENT LAMPS, FIXTURES, ACCESSORIES; INCANDESCENT LAMPS; RADIO TUBES; CATHODE RAY TUBES; ELECTRONIC DEVICES



"Janitrol
KEPT
ME WARM
OVER
EUROPE"

HERE'S a flier on furlough, planning for the time when his dreams for a home of his own will become a reality. How natural in his selection of heating equipment, to look to the same manufacturer who today is providing our Armed Forces with the world's finest aircraft heaters.

But there's more than a friendly feeling behind this flier's preference for Janitrol. He knows that the same engineering skill and combustion research behind the Janitrol Aircraft Heater are also applied to Janitrol home heating units. Just as the aircraft heater was designed *specifically* to burn

gasolene as a fuel, all Janitrol industrial and domestic heating units are built *specifically* for the efficient combustion of gas. So it's a sure bet that Janitrol Gas-Fired Winter Air Conditioner the flier is planning on will be his best buy in performance and long lasting economy of operation.

Well, he's right. There's no other type of gas heating equipment which combines all the outstanding features Surface Combustion has engineered into Janitrol. Amplifire burners which concentrate the flame into a smaller, hotter space. Multi-thermex tubes which quickly transfer heat to the air stream. New automatic controls

to maintain accurate temperatures for greatest possible economy. Complete factory assembly on popular size models to save installation time and costs. And extreme compactness to save space in the modern home. These are only a few of the many Janitrol advantages which will give America's home owners new heating comfort and long-lasting liveability just as soon as critical materials are again available.

To help your clients with their postwar homebuilding plans, write Surface Combustion, Toledo 1, Ohio, for further descriptions and information.

Janitrol

**GAS-FIRED
HEATING EQUIPMENT**



Winter Air Conditioner



Heating Furnace



Gas-Fired Radiator



Hot Water



Water



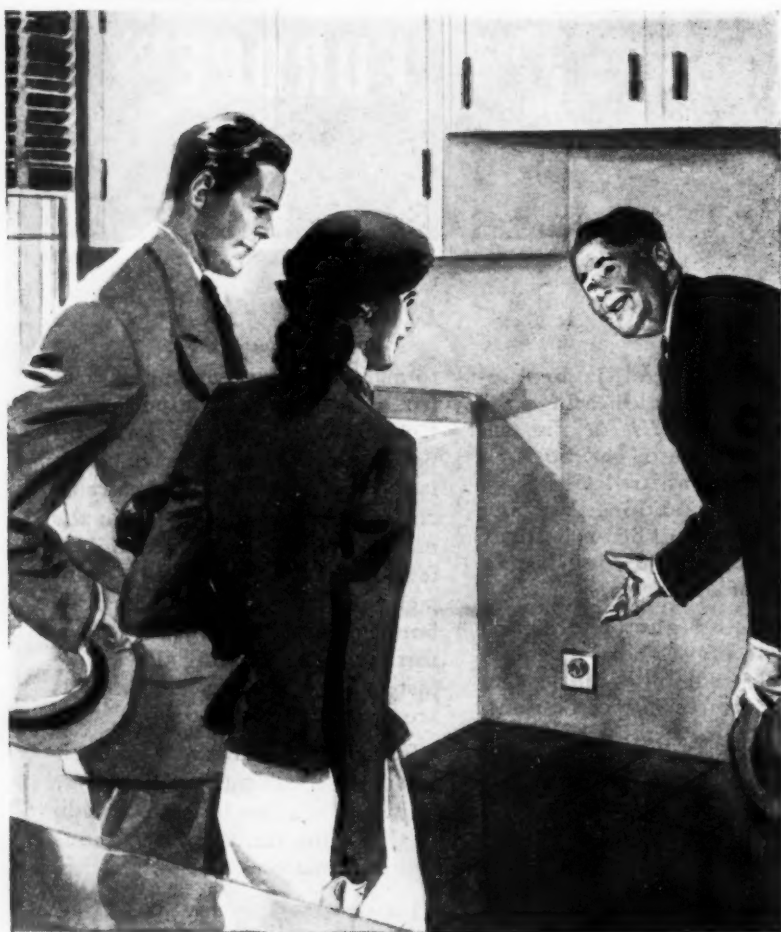
Hot Water



1900

"Of course, this wonderful kitchen has **ELECTRIC LIGHTS!**"

Take a tip from the **PAST**
the future is *Electrical!*



194X

"Naturally, this modern kitchen is wired for an **ELECTRIC RANGE!**"

YOU can't get away from it—selling people something they *really want* is infinitely easier and far less expensive than *forcing* them to take something less! And after Victory, builders and architects who have had the foresight to provide Electric Range wiring will reap speedy benefits. For most people *want* Electric Ranges!

HERE'S CONCRETE PROOF!

In 1941, ten times as many consumers demanded Electric Ranges as in 1933. The trend is rapidly towards Electric Cooking.

HOUSEHOLD MAGAZINE's recent survey shows that 2.7 times as many women want an Electric Range as now own one.

The large and rapidly growing swing to Electric Cooking is also shown in surveys made by McCALL'S MAGAZINE, OFFICE OF CIVILIAN REQUIREMENTS, SUCCESSFUL FARMING, and others.

The additional cost of wiring for an Electric Range *adds less than 12c a month* to payments on a 20-year F. H. A. loan!

Write for details—now. Ask for **FREE** booklet, "Wire Ahead". Address —

ELECTRIC RANGE SECTION
NATIONAL ELECTRICAL MANUFACTURERS ASSOCIATION
155 East 44th Street, New York 17, New York

A-B STOVES • ADMIRAL • ELECTROMASTER • ESTATE HEATROLA • FRIGIDAIRE • GENERAL ELECTRIC • GIBSON
• HOTPOINT • KELVINATOR • MONARCH • NORGE • QUALITY • UNIVERSAL • WESTINGHOUSE

FOR EASIER SALES
Wire your houses
FOR ELECTRIC RANGES



News, Views
and Comments

On and Off the Record

by **STRUCTOR**

PIN-UP HOUSE—I can't prove it with statistics, but I am sure that the pin-up house of the average service man is a cute little Colonial with a picket fence around it set down in a quiet street, but not too far from friendly neighbors.

G.I. home sales activity already taking place indicates this. They want a house that is modern in a sense that it has all the latest equipment possible, but they do not want a radical looking affair very much different from the houses they knew before the war.

WHAT YOU HAVE—A solid axiom to apply to home housing and construction is "build for the future on what you have *with* what you have."

So many people seem to think that home building will take off from mid-air somewhere with something entirely new. That simply is not possible. The building of the future must be based on what exists now, and that means ideas and habits existing in the minds of people as well as houses and communities already established which will certainly not all be torn down in the near future.

The best kind of progress is progress based on an accurate knowledge of existing conditions. I believe that there will be great progress in home building in the years ahead. But I think there's likely to be much more progress if we know the actualities of what we have to work with than to go off on a tangent of stratospheric planning and talking as so many well-meaning but dreamy-eyed people are indulging in.

HOUSING FUROR—Never has there been so much talk, comment and criticism about housing and the building industry. Predictions that a huge post-war housing program will shortly be outlined in a bill to be presented to Congress has been added to the talk.

What is more, a well organized group of public housing minded individuals financed largely on government funds, are busily engaged in pointing out everything wrong with the building industry, individuals, and its products, and pointing out in contrast the wonderful things they will do in the post-war world if they just are given enough millions.

It's always easy to point out what's wrong with what you have and paint a glowing picture of what might be done in the future if someone else—

preferably a man with a large money-bag like Uncle Sam—put up the cash.

BATHTUBS TO ENGLAND—

Builders I have talked to are particularly incensed, it seems, that the 30,000 houses—or is it 300,000—we are said to be sending to England, are equipped with bathtubs. They point out that the average tub weighs some 400 lbs., which would displace a lot of food or essential materials. Also they wonder whether the British have enough coal to use to heat water to put in the bathtubs after they get there.

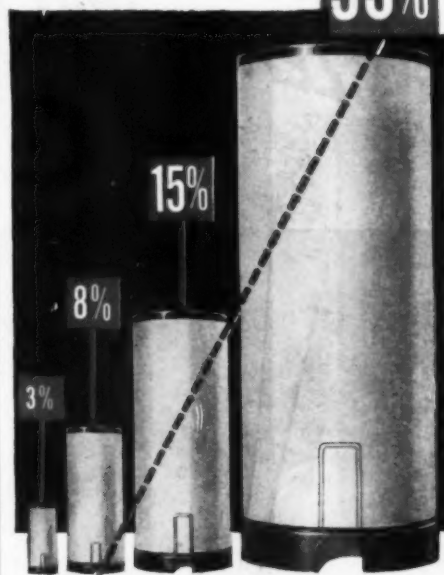
Well, it all sounds a bit complicated, but apparently housing conditions in England are pretty bad. But certainly someone ought to survey the statistics and weight involved pretty carefully, not only the bathtubs but all the other materials involved in 30,000 houses. From what I have observed, that would bulk up into a heck of a lot of shipping space, not to mention the hole it leaves in scarce American materials.

N.A.H.B. GROWS—The National Association of Home Builders continues to grow in a sound and progressive way. It now has a membership of over 6500 and has some 80 affiliated local and regional builder groups. The new president, Joseph E. Merriam, is aggressively carrying on the policies of the organization and still further growth is to be expected.

To one man the home building industry will chalk up a remarkable job of organization. And that man is Frank W. Cortright, the capable executive secretary of N.A.H.B. It has been under his direction that the organization grew from a few hundred members to its present powerful position. Although he has been ably supported by numerous officers and directors and hard working members, the fact remains that the principal organizing job is his handy work and will long remain a monument to his ability.

NEW YORK ASSOCIATION—One of the important new additions to the N.A.H.B. is expected to be a Metropolitan New York Association of Home Builders now under way. There are already organizations in Long Island and New Jersey and in the near future it is expected that representatives from Westchester County will also join in so that the entire New York Metropolitan area will be represented by one powerful group.

NOW... 35%



WANT Electric WATER HEATERS!

Folks "go for" electric water heaters! In 1944 a National Electrical Manufacturers Association survey showed that 35% of today's home owners intend to buy one—and the percentage is increasing steadily!

There's sound, common-sense reasoning behind this preference. It's a fact that electric water heaters are

- SAFE—Flameless, fumeless
- CLEAN—Smokeless, sootless
- EASILY INSTALLED—require no flues, vents or lengthy hot water pipes
- TROUBLE FREE—as electric lights

You'll be giving home builders and buyers the popular choice by including an electric water heater in the homes you build. Your customers will get greater satisfaction, and you'll get quicker, easier sales!

ELECTRIC WATER HEATER SECTION
NATIONAL ELECTRICAL MANUFACTURERS ASSOCIATION

CLARK • ELECTROMASTER • FRIGIDAIRE • GENERAL
ELECTRIC • HOTPOINT • HOTSTREAM • KELVINATOR
• MONARCH • NORGE • PEMCO • REX • RHEEM
• SELECTRIC • THERMOGRAY • THERMO-WATT
• UNIVERSAL • WESTINGHOUSE.

A House Wired For An
ELECTRIC RANGE Is Already

wired
for an
Electric!

WATER HEATER!

DON'T LET YOUR NEW HOME LEAVE YOU "HOLDING THE BAG"

... here's one way to prevent it!



● There are many ways to shave costs when you build a new home—some good, some bad. And one of the very *worst* is to get a *small chimney*. For a skimpy chimney gives you no choice to heat with any but the *most expensive* fuels.

That means you're left "holding the bag" in terms of high fuel bills—or of lower resale value!

So, no matter what fuel you *now* plan to burn, be sure you get an *adequate* chimney—one big enough to handle *all* fuels equally well—including, of course, Bituminous Coal, the most economical and most dependable fuel of all.

The extra cost of an adequate chimney, when you build, is only about \$16 for the average 7-room house. And the *savings* it makes possible by permitting you to burn Bituminous Coal can pay a good slice of your taxes or interest. That's one big reason why 4 out of every 7 homes in the U. S. use Bituminous Coal!

Your architect or builder will tell you that a chimney adequate for burning Bituminous Coal is also efficient for any other fuel. Talk it over with him—it will pay you to do so!



AN ADEQUATE CHIMNEY leaves you forever free to switch to any fuel you choose. That's a big point to remember when you consider that today's expensive fuels will probably be even *more* costly in the future. One reason Bituminous Coal is the most economical is because America has a 3000-year supply! And, when used with a modern coal stoker, dependable Bituminous Coal is also clean, odorless, and "automatic."

BITUMINOUS COAL INSTITUTE, 60 EAST 42ND STREET, NEW YORK 17, N. Y.

(This is one of a series of advertisements now appearing in home-makers' magazines)

**DOU
PLUS**
That's
of Prot

● On the
Bildrite S
wind-proo
wall of hi
ciency, s
strength, a
open crack

● On the
Sealed Lo
a second
strong, ri
face. Lat
inated, pl
to a mini

● Insulte
Lath, wit
against
vapor tr
lating Sh
meable
what little
barrier to
outside.

● Cont
floor li
top pl
Insulat
tant to

"Well satisfied!"

... says

MELVIN PARMAN

Madison, Wisconsin

Contractor



DOUBLE INSULATION PLUS VAPOR CONTROL

That's What the Approved Insulite Wall of Protection Gives You!

• On the outer-walls, Insulite Bildrite Sheathing builds a wind-proofed, weather-tight wall of high insulation efficiency, superior bracing strength, and a wall free from open cracks or knotholes.



• On the inner-walls, Insulite Sealed Lok-Joint Lath builds a second wall of insulation, a strong, rigid plastering surface. Lath marks are eliminated, plaster cracks reduced to a minimum.



• Insulite Sealed Lok-Joint Lath, with asphalt barrier against the studs, retards vapor travel. Bildrite Insulating Sheathing, being permeable to vapor, permits what little vapor escapes the barrier to pass towards the outside.



• "I'm well satisfied with the Approved Insulite Wall of Protection," says Mr. Parman, prominent Wisconsin contractor-builder.

"I have used Insulite products for many years. In recent construction, I used both Bildrite Sheathing and Sealed Lok-Joint Lath. I'm sold to the hilt on these products.

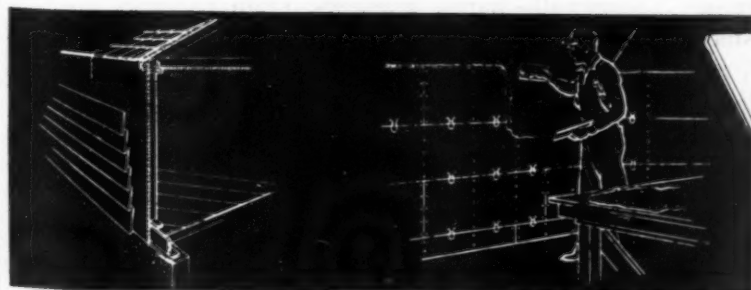
"When you stop to consider that you get double insulation, greater bracing strength, and protection against moisture within the studding space, I think it foolish to build a modern house otherwise. Believe me, I don't want call-backs for paint failures, falling plaster and the things that can take all the profit out of building. That's why I build



A home recently built at Madison, Wisconsin by Mr. Parman

with the Approved Insulite Wall of Protection."

Every builder should know the facts about the Approved Insulite Wall of Protection. Send coupon below for free "Scientific Facts" booklet.



• Continuous insulation is provided at the floor line and foundation framing, at the top plate and rafters, and at corners. Insulation at these points is highly important to block drafts and stop "heat leaks."

• Do not wet lath before applying plaster. Use quick-setting gypsum plaster, for first coat. Three coat plastering, (scratch, brown and finish coats) is recommended for best results.

INSULITE

Structural Insulation



Made Exclusively
From Wood

INSULITE, Dept. AB45, Minneapolis 2, Minn.

Please send me your free booklet, "Scientific Facts."

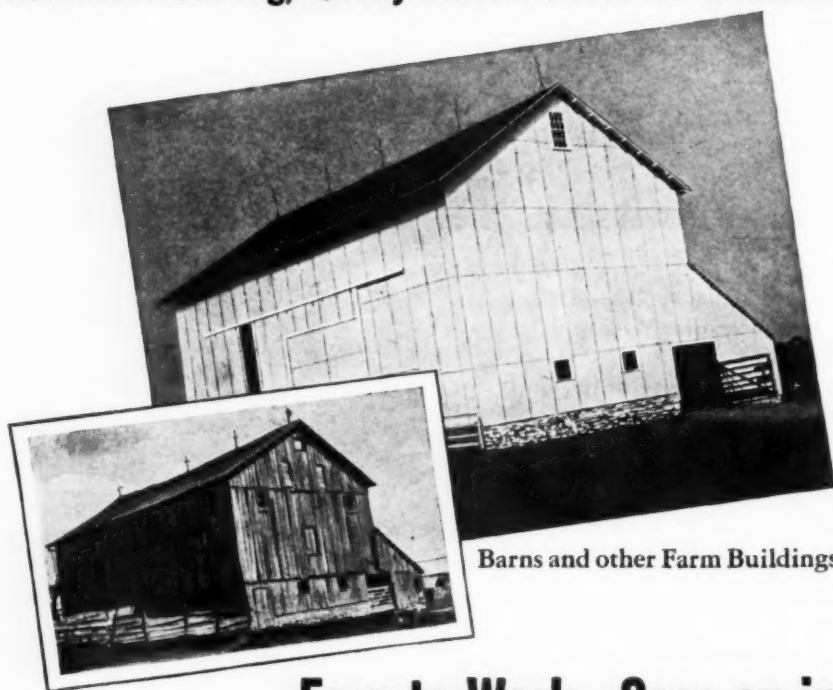
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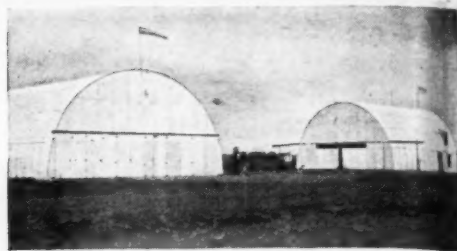
City.....State.....

GET THIS RE-SIDING BUSINESS!

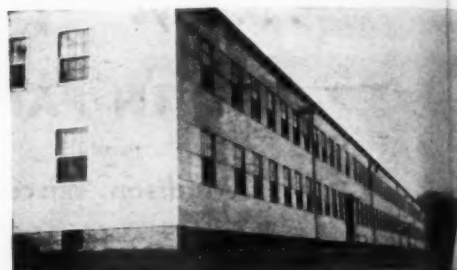
New Idea! Use Big, Quickly-Handled Sheets of Stonewall



Barns and other Farm Buildings



Hangars, Garages and Large Structures



Factories and Industrial Buildings



Grain Elevators, Silos, Warehouses

Easy to Work—Goes on in a Hurry—Available Now

• There's big money for you in re-siding with Stonewall Board—the material that meets today's urgent need for maintenance-free, maximum-protection sidewalls. Stonewall re-siding jobs are creating profitable repeat business right now for builders everywhere. This fireproof, rot-proof, ratproof, asbestos-cement board takes a minimum of labor to apply—the big 4' x 8' sheets go on quickly, right over the old siding. They're easy to work, too—don't

even need sawing, you just score and break them to size.

Every farm building is a prospective job for the use of Stonewall—barns, granaries, grain elevators, machine sheds, hog houses, brooder houses. There's a big industrial market, too. Factories, warehouses, storage sheds and garages are active prospects. With Stonewall Board you can get in on this profitable business—today! See your Ruberoid dealer or write us now for full information.

RUBEROID

STONEWALL BOARD

Made only by The RUBEROID Co., Executive Offices, 500 Fifth Avenue, New York 18, N. Y.

DEALER REPORTS CONTRACTORS ENTHUSIASTIC ABOUT

Says millwork Jobber



**R. L. Follmer,
of The Cincinnati Sash
and Door Company**

Read what he says



**Large, modern plant of The Cincinnati
Sash and Door Company**

Tru-sized DOORS

The CINCINNATI

SASH & DOOR COMPANY

WHOLESALE MILLWORK

...Cincinnati-3-Ohio... February 20, 1945

TELEPHONES CHERY 4332-4333
938-950 WEST SIXTH STREET

**Wheeler Osgood Company
Chicago, 3, Illinois**

Gentlemen:

We have been very interested in your publicity and promotion of Tru-Sized doors through the trade papers and national magazines. The statements of contractors, dealers, and distributors have not exaggerated the merits of factory prefitted and machining.

Although we have distributed the Wheeler Osgood "Woco" fir doors for years, it has only been since the war that we have become interested in your Tru-Sized doors. Our first contacts with your prefitted doors were on several large war housing projects in this Midwest area. We must confess a hesitancy when placing our first order for approximately 2,500 Tru-Sized doors for a Cleveland War Housing Project, but instead of complaints the dealer has reported that the contractors were enthusiastic about Tru-Sized doors.

We feel that there will be a vast market for Tru-Sized doors on postwar construction projects. It is definitely a step forward in labor saving for the construction industry which will result in reduced production cost. Your concern is to be complimented on its aggressiveness and foresight in the promotion of Tru-Sized doors.

Yours truly,

THE CINCINNATI SASH & DOOR CO.

R. L. Follmer
R. L. Follmer

RLF/ew

WHEELER OSGOOD Tru-sized DOORS

The Wheeler, Osgood Company, Dept. 7
Tacoma 1, Washington

Please send me free literature and detailed guide sheet
for ordering Tru-Sized Doors.

City..... State.....

Name.....

Firm.....

Address.....

TRU-SIZED DOORS save time and enable builders and carpenters to do a better job. Each door is precision machined to exact book opening and, when ordered machined for locks and hinges, can be hung in 20 minutes—no sawing—no planing — no fitting required. Tru-Sized Doors are the product of America's largest door manufacturer and give you the best in modern designing, uniform quality, and master craftsmanship.

**FOR FULL INFORMATION
MAIL COUPON TODAY!**

Another INSELBRIC Extra



Not a Visible Joint in a Carload

Because INSELBRIC is processed for the highest standard of perfection in brick-design siding! *Precision-built!* And flawless! Yes, every panel that goes to market is manufactured to fit its companion panels on all sides—the perfect shiplap—accurately engineered. Not a break—not a defect—all edges skillfully machined—to give you one continuous pattern. Compare INSELBRIC with ordinary brick-design sidings. It will stand the most rigid inspection. Yes, it's true—not a single, visible joint in a carload—nor anywhere! That's why INSELBRIC proudly stamps its name on the back of every panel. And that's why leading dealers from coast to coast rely on INSELBRIC—the product that built an industry.



The Nation's Fastest Selling Insulated Brick-Design Siding

Write for details of our NEW INSELBRIC STORE PLAN

MASTIC ASPHALT CORP.

Makers of Inselbric and Inselstone
SOUTH BEND, IND.

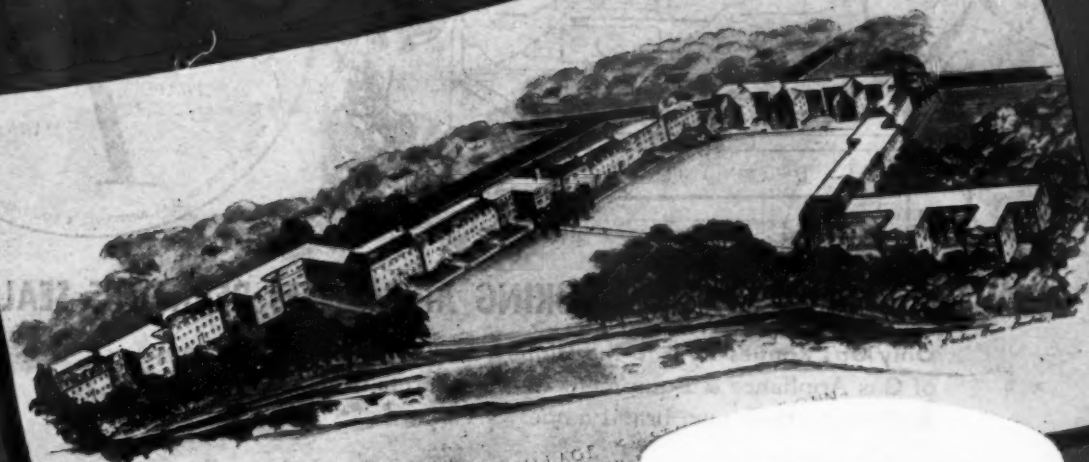
JONES & BROWN, INC.

National Distributors of Inselbric and Inselstone
PITTSBURGH, PA.

Woodside Village

IN STAMFORD IS NORGE-EQUIPPED!

**ROLLATOR REFRIGERATION
IS ON THE JOB!**



PROJECT: Woodside Village
PLACE: Stamford, Conn.
ARCHITECT: Reuben Henry Bowden
BUILDER: Markwood Construction Co.
EQUIPMENT: 170 Norge Refrigerators

Here is further evidence of the high regard in which architects and builders hold Norge household appliances. The installation of 170 refrigerators is typical of this oft-expressed preference.

SEE NORGE BEFORE YOU BUY

NORGE HOUSEHOLD APPLIANCES

NORGE DIVISION, BORG-WARNER CORP., DETROIT 26, MICH.

ROLLATOR REFRIGERATORS GAS RANGES RO-TA-TOR WASHERS ELECTRIC RANGES
HOME HEATERS COMMERCIAL REFRIGERATION

4
REASONS WHY
WOMEN WILL
LOOK FOR THIS
SEAL ON THEIR
NEW GAS RANGES

Reason #1



ONLY THE WORLD'S FINEST COOKING APPLIANCES BEAR THIS SEAL

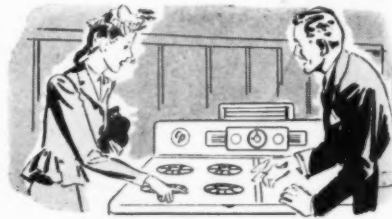
Only Gas Ranges Built to the Highest Standards of the Association of Gas Appliance & Equipment Manufacturers bear a "CP" Seal in addition to their own brand name.



2. To create the Revolutionary "CP" Requirements range manufacturers, designers, housewives, engineers and home economists of the entire gas industry pool their ideas, knowledge and experience.



3. For the Protection of Homemakers and to provide an authoritative buying guide, gas ranges built to "CP" Specifications are pre-tested by world-famous laboratories.



4. The Finest and Most Advanced Features of all cooking appliances are combined in gas ranges bearing the "CP" Seal. That's why they give maximum saving in time, food, fuel and money.

THEY WILL LOOK FOR THE "CP" SEAL IN YOUR NEW KITCHENS

THE famous "CP" Seal represents the only buying guide of its kind in the major appliance field. No wonder women will look for "CP" on the gas ranges in your new homes.

More than 20 leading manufacturers will build gas ranges to the high "CP" requirements. And in addition, each individual manufacturer will add features developed in his own laboratories.

You can recommend and install any gas range bearing the "CP" Seal and know it will have the most advanced, convenience features of all other cooking appliances and give the maximum savings in time, food, fuel and money at lowest cost.

For complete information, write to Association of Gas Appliance & Equipment Manufacturers, 60 East 42nd Street, New York 17, New York.

Gas Ranges Bearing The "CP" Seal Will Be Made By The Following Manufacturers:

A-B STOVES, INC.
AMERICAN STOVE CO.
CALORIC GAS STOVE WORKS
CRIBBEN & SEXTON CO.
DETROIT-MICHIGAN STOVE CO.

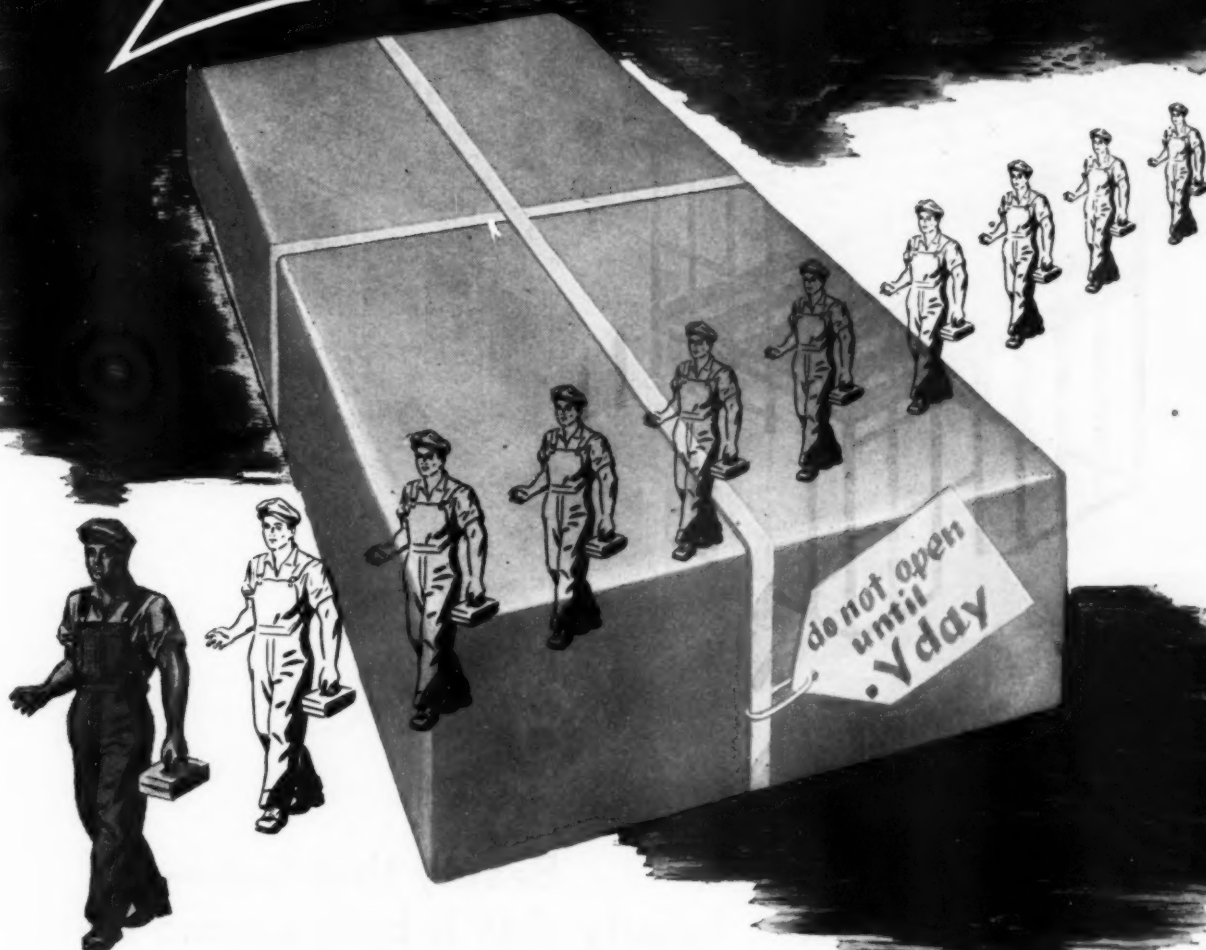
THE ESTATE STOVE CO.
GLENWOOD RANGE CO.
JAMES GRAHAM MFG. CO.
GRAND HOME APPLIANCE CO.
HARDWICK STOVE CO.

A. J. LINDEMANN & HOVERSON CO.
O'KEEFE & MERRITT CO.
ROBERTS & MANDER STOVE CO.
GEO. D. ROPER CORP.
STANDARD GAS EQUIPMENT CORP.

THE TAPPAN STOVE CO.
WESTERN STOVE CO., INC.
In Canada: CLARE BROS. & CO., LTD.
GURNEY FOUNDRY CO., LTD.
MOFFATS, LTD.

in this package

The Window that makes 10 men disappear!



It takes 10 men to do the field work for the ordinary window. Ten workers, each with a special skill; 10 individual costs.

Not so with the CROFT WINDOW WALL UNIT.

Here is the most revolutionary development in metal fenestration in a century. It is far more than the term "window" suggests.

Completely pre-finished and packaged, the CROFT WINDOW WALL UNIT requires no assembling, no fitting of parts, no extra costs. It is readily installed, ready for service the minute it is removed from its carton.

Factory-fitted throughout, the CROFT WINDOW WALL UNIT is complete in the fullest meaning of that term . . . interior and exterior trim . . .

hardware . . . glazing . . . screens . . . storm sash . . . and venetian blinds.

There's more too. A patented wall ventilator is also included, so that air may be admitted without opening the window or storm sash.

That's why we say the CROFT WINDOW WALL UNIT makes 10 men disappear. All of the following field work is eliminated . . . Corner beads, plaster jambs and heads, interior trim, exterior trim, sills, stools, glass and glazing, painting, hardware attachment, adjustments, screens, storm sash, cleaning and caulking.

Priced for low-cost homes, the CROFT WINDOW WALL UNIT is to be sold through your local building supply dealer.

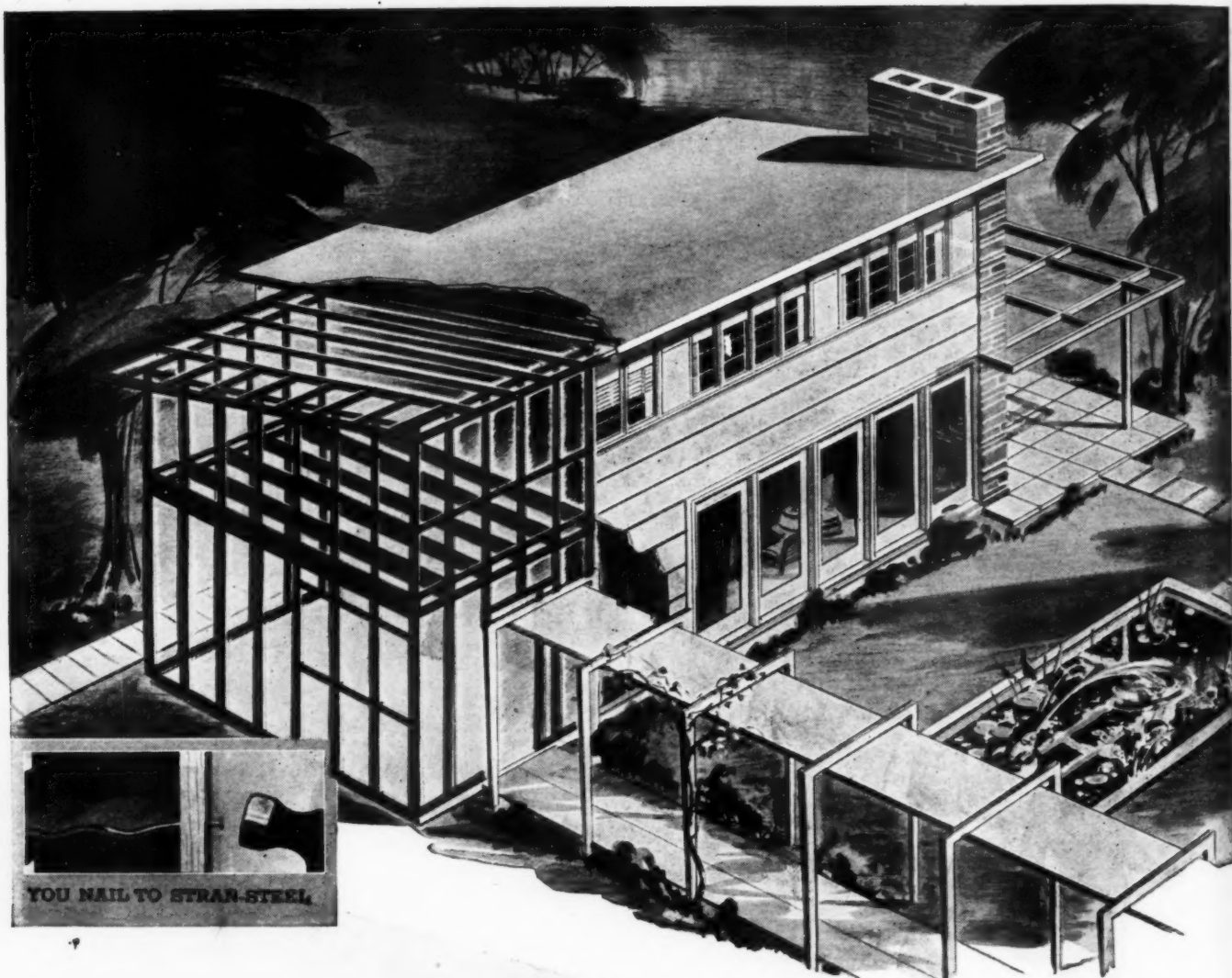
Write now to be placed on our mailing list.

CROFT STEEL PRODUCTS, Inc.

Executive Offices:

370 Lexington Ave. • New York 17, N. Y.





Beauty that lasts— beauty that is built around steel

Think in terms of
**STRAN
STEEL**

SERVING TODAY IN THE
QUONSET HUT

It is beauty of design that first attracts the builder or buyer of a small home. But how much more attractive that beauty becomes when it is safeguarded by the permanence, rigidity and fire-safety of steel. Stran-Steel framing systems, new and improved, can accomplish this efficiently . . . and pay dividends for years to come in reduced maintenance, freedom from plaster cracks and sagging floors.

Stran-Steel members provide a framing system that is easy to work with, both on the drawing board and on the site. Its most distinctive feature is the patented nailing groove, permitting the use of ordinary hammer-and-nail methods for attaching collateral materials: When a nail is driven in, it is clinched in a grip of steel more secure than wood.

Investigate the advantages of Stran-Steel. Plan and build in steel for lasting beauty.

GREAT LAKES STEEL CORPORATION

Manufacturer of the U. S. Navy's Famous Quonset Hut

STRAN-STEEL DIVISION • 37TH FLOOR PENOBSCOT BUILDING
DETROIT 26, MICHIGAN

UNIT OF NATIONAL STEEL CORPORATION

Here's How
The Mueller Season-stat
assures
True Indoor Comfort
and a happy client
...by keeping his
Mueller Climatrol system
in step with the weather

The Season-stat adjusted for mild spring or fall weather, provides relatively low-temperature air in the duct system.

The Season-stat adjusted for moderate winter weather, provides air of somewhat higher temperature.

The Season-stat adjusted for extremely cold weather, provides relatively high-temperature air in the duct system.

As winter weather conditions change, the amount of heat delivered by the heating plant should be changed. By controlling the air temperature in the duct system, the amount of heat *can be changed* . . . In order to provide true indoor comfort, it is essential to have continuous movement of properly heated air. The continuous delivery of air, heated to a temperature in keeping with the outdoor temperature, is attained

with the Mueller Season-stat. . . This is just one of the many benefits you gain with a *basically correct* heating system — one that treats and handles *air*, and can be equipped for purification, cooling, and other features. . . Plan now on specifying "Climatrol system" in your post-war homes.

Mail the coupon for free book.

B-22

HEATING AND WINTER AIR CONDITIONING

Reg. U. S. Pat. Off.

L. J. MUELLER FURNACE CO.
 2016 W. Oklahoma Ave., Milwaukee 7, Wisconsin

Please send Season-stat bulletin, also literature describing furnaces and winter air conditioners for:

☐ Gas ☐ Oil ☐ Coal ☐ Gas Boilers

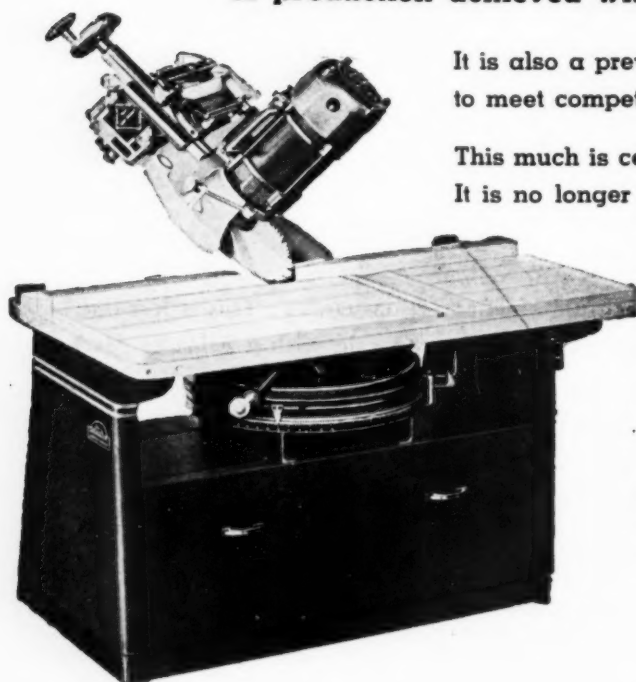
Name.....
 Address.....
 City..... (.....) State.....

**OVER
300
CUTS
PER HOUR!**



WITH MONARCH **UNI-POINT** RADIAL SAW

Actually, 714 rafters, with two angle cuts on one end, third angle cut on other end, in seven hours, using two machines, two operators and two helpers. Yet, it is no unusual record, just an idea of the speed and amount of production achieved with Uni-Point.



It is also a preview of what will be needed in the post war building era to meet competition successfully.

This much is certain, production woodworking machinery is here to stay. It is no longer a question whether machinery should be employed. Already, it is a question of operator ingenuity plus the best machinery, to create better short cut methods, to increase precutting efficiency, to cut costs to the bone, to give the public the best built home at the most attractive price.

Uni-Point provides mechanical simplicity to save time, speed to save man-hours, adaptability to save dollars by short cut methods. In the hands of men with imagination Uni-Point can perform production miracles. Make Uni-Point your next machine and watch the costs go down!

Send for catalog 60



AMERICAN SAW MILL MACHINERY CO.

60 MAIN STREET

HACKETTSTOWN, N. J.

Established 1903

Whether it's for a single home or
a huge building project

*Look to the favorite
Look to Frigidaire*

The World's Tallest Structure—New York's EMPIRE STATE Building.

From ground floor to observatory, 86 floors above, you'll find dependable Frigidaire equipment—cooling drinking water for thousands of tenants and visitors . . . preserving flowers in the florist shop . . . providing complete refrigeration for the meats, vegetables, fruits and dairy products served from the Empire State Club kitchens. "Frigidaire has proved an exceptionally sound investment, based on fine performance over a period of 13 years," says Robert C. Brown, Vice President of Empire State, Inc.

**Frigidaire
Peacetime Products**
FOR HOMES AND APARTMENTS,
OFFICES AND BUSINESS
ESTABLISHMENTS



Household Refrigerators
—in all sizes and models
—including the famous
Frigidaire Cold-Wall.



Electric Ranges—from
small apartment models
to full size deluxe cabinet
models.



Fully-automatic Electric
Water heaters—in many
capacities and models.



Home Freezers for freez-
ing foods and storing
frozen foods in the home.



Portable self-contained
type Air Conditioners—
for window installation.



Home Air Conditioners
—complete in a single
package.



Water Cooling equip-
ment for all applications.



Self-contained, large ca-
pacity, Air Conditioners.



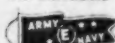
Refrigeration Cooling
Units and Compressors
for large refrigerators.

Get Free Conservation Booklet
which tells how to care for and keep
existing equipment in good repair
until you can replace it with new
equipment. Get free copy from your
Frigidaire Dealer. Look under "Re-
frigeration" in Classified phone book.
Or write Frigidaire,
409 Amelia St., Day-
ton 1, Ohio. In Can-
ada, 321 Commer-
cial Rd., Leaside 12,
Ontario.



VICTORY IS OUR BUSINESS!

For Excellence



in War Production

FRIGIDAIRE

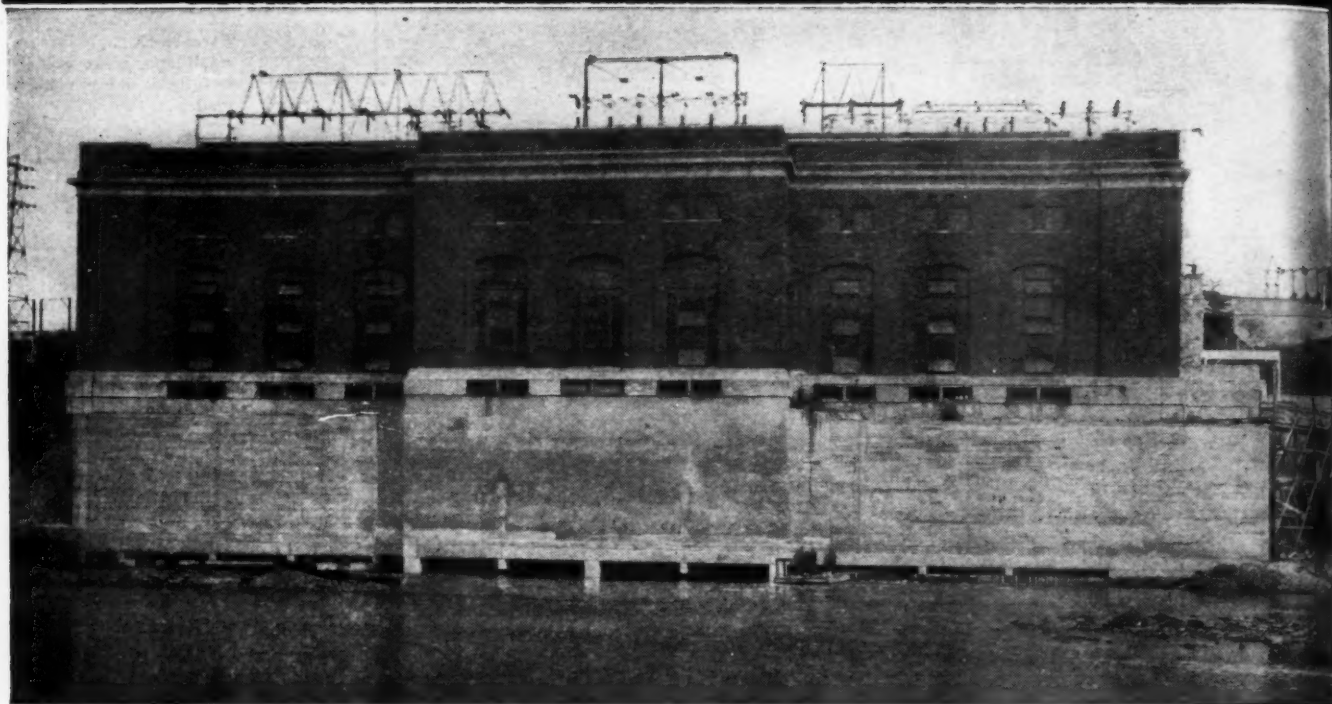
Made only by

GENERAL MOTORS

Peacetime products

COMMERCIAL REFRIGERATION • AIR CONDITIONERS
BEVERAGE, MILK, AND WATER COOLERS
ELECTRIC REFRIGERATORS • RANGES • WATER HEATERS
HOME FREEZERS • ICE CREAM CABINETS

Structural Repairs at Hydro Station Made with Duraplastic Air-Entrained Concrete



Duraplastic air-entrained concrete was used for repairs at hydroelectric station of Western Massachusetts Electric Co. H. A. Moody, Hydraulic Engineer; Concrete furnished by Construction Service Corp., Springfield, Mass.; Daniel O'Connell's Sons, Inc., Holyoke, Mass., contractor.

FREEZING and thawing action during 28 New England winters developed spalling of the turbine scroll cases at a hydroelectric station of Western Massachusetts Electric Co. The engineer states that the marked resistance to scaling of pavement concrete made with Atlas Duraplastic air-entraining cement suggested the answer:

1. Damaged portions of old concrete were removed and replaced by a veneer of Duraplastic air-entrained concrete. Thin sections were gunited, and thick sections were concreted from chutes.

2. New concrete curtain walls were constructed.

Since concrete made with Duraplastic air-entraining cement requires less water for a given slump and permits less sand for a given yield than concrete made with regular cement, the engineer on this job specified a mix with

$\frac{3}{4}$ to 1 gallon less water per sack of cement and 150 lb. less sand per cu. yd. of concrete. He states that—

1. There was practically no segregation in the mix.

2. There was no appreciable water gain on top of the concrete walls after all the concrete had been placed in one continuous operation.

3. When the forms were removed, the surface was free of "honeycomb" spots and sand streaks.

For further information on uses of Duraplastic cement, write to Technical Service Bureau, Universal Atlas Cement Company (United States Steel Corporation Subsidiary), Chrysler Building, New York 17, N. Y.

OFFICES AT: New York, Chicago, Pittsburgh, Cleveland, Philadelphia, Albany, Boston, Des Moines, Minneapolis, Duluth, Waco, St. Louis, Kansas City, Birmingham.

AB-D-14

ATLAS DURAPLASTIC

TRADE MARK REG.
U. A. C. CO.

The Air-Entraining Portland Cement That Makes Concrete More Durable and More Plastic



The attic caught fire - - but Cotton Insulation *Saved the house!*

When lightning struck the residence of Ray A. Spooner, in North Carolina, the attic and roof were burned. Says Mr. Spooner:

"Fireproof Cotton Insulation saved the rest of the structure, as the fire was unable to eat its way through. The only damage to the insulation itself was a slight charring on the upper surface. A few days after the fire, the cotton dried out entirely and was just as fluffy and light as when it was first put in."

Cotton Insulation resists burning. Yet this is but one of its many advantages. It insulates from 4% to 36% more efficiently. It is the lightest in weight of all commercial insulations. It is permanently resilient. Safe to handle. Easy to install.

For new construction or in existing structures, cotton is your most profitable and satisfactory insulation.

**NATIONAL COTTON COUNCIL OF AMERICA
COTTON INSULATION ASSOCIATION**



HANDLES EASILY

One person can insulate an attic in a few hours, or experienced applicators are available to install Cotton Insulation.

SIMPLE TO INSTALL

To lay it flat, just unroll it like a rug. For upright installations, you simply clip it on. Not abrasive. Harmless to skin and clothing.

MAXIMUM INSULATION

Exceeds other materials 4% to 36% in insulating effectiveness. Can cut fuel bills up to 30%.

LIGHT IN WEIGHT

With 20% to 25% less bulk required, Cotton Insulation represents a structural load factor 40% to 90% less than the same thickness of other materials.

WILL NOT BURN

Even a blowtorch at 1800° will not make it burn. Nor will freezing affect it. Does not attract vermin.

WILL NOT PACK DOWN

It stays fluffed and efficient with permanent resiliency. Neither age nor vibration will pack it down.

MADE TO GOV'T STANDARDS

Production is government inspected. FHA and FPHA approved. No priorities needed.

SEND FOR THIS BOOK TODAY!

In this book you will find the full amazing story of Cotton Insulation and a full detailed account of government tests. Every architect, contractor, builder, and dealer can benefit by it.

National Cotton Council
P. O. Box 18, Dept. —
Memphis 1, Tennessee

Please send me your book containing government analyses of the properties and use of Cotton Insulation.

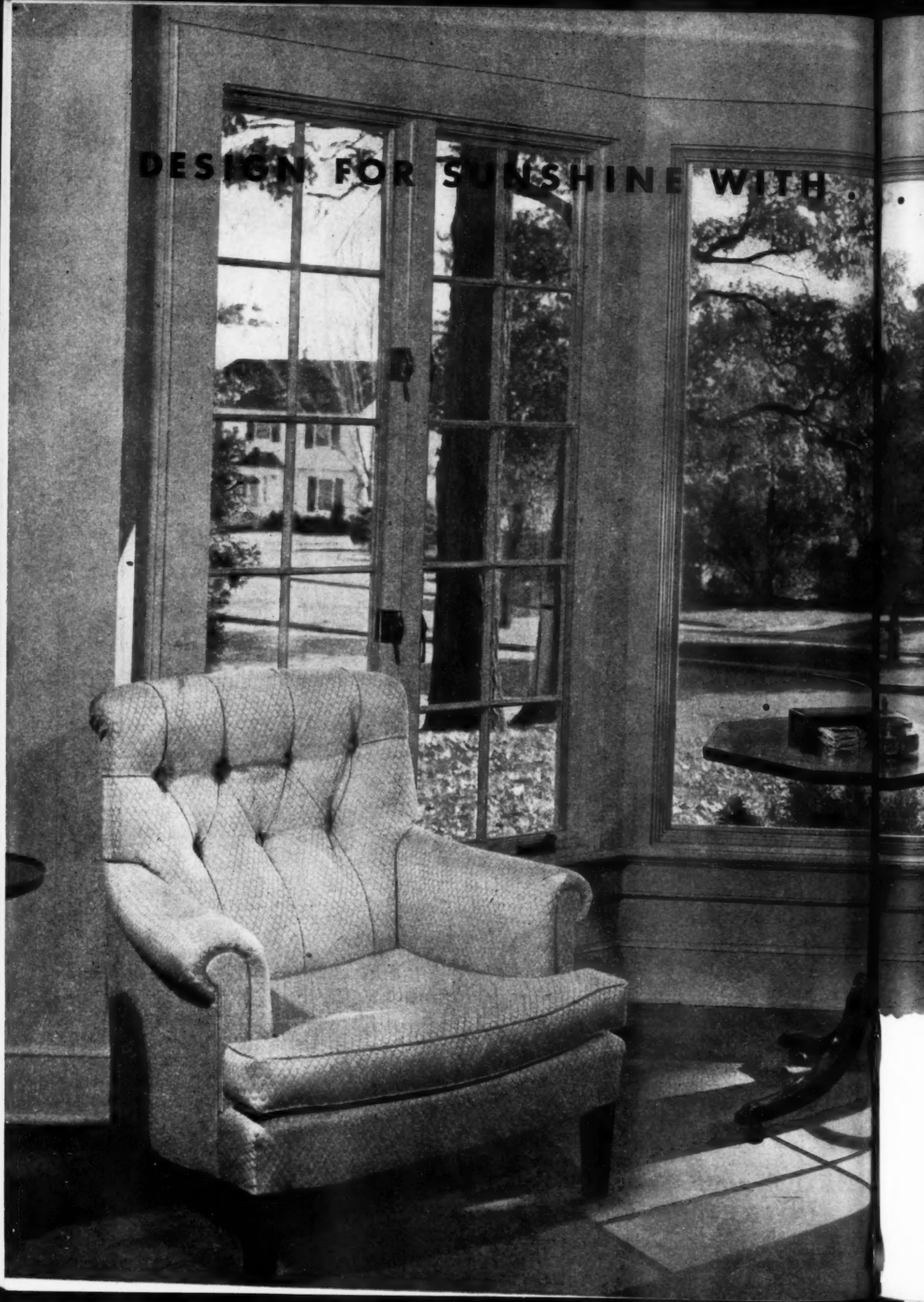
Name.....

Occupation.....

Address.....

City..... State.....

DESIGN FOR SUNSHINE WITH .



Windowalls

A LIVING ROOM BAY OF ANDERSEN COMPLETE WOOD WINDOW UNITS

This Minnesota home was designed with
its living room bay
ing sun

insulating functions of a wall, the view-
framing and ventilating functions of a
window.

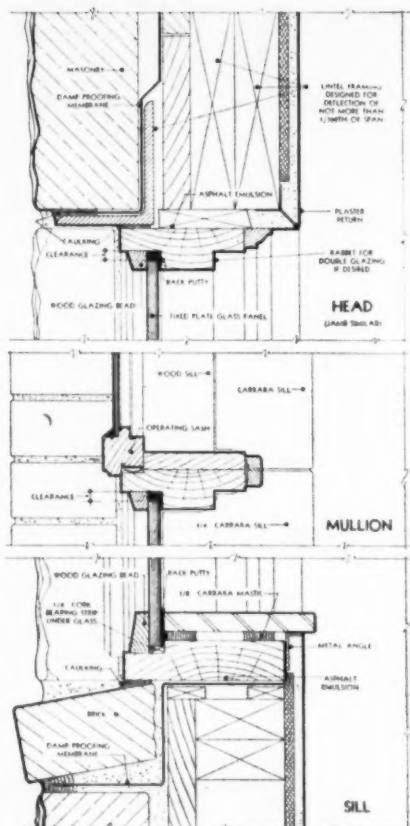
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Andersen Casement Units, Number 45210,
sash opening, 3' 1 $\frac{3}{4}$ " wide. Fixed sash is
3' 1 $\frac{3}{4}$ " wide. Ventilating units placed at
45° angle. Magnus Jemne, Architect.

For additional details, consult Sweet's
Catalog, or write Andersen Corporation.

Andersen Corporation

PORT MINNESOTA



• METHOD OF INSTALLING
A COMBINATION OF
PICTURE WINDOW
AND OPERATING SASH

FOR EXAMPLE: Any prospect would like this lovely picture window in some room which overlooks one of nature's nicest scenes. It makes the house look more spacious and luxurious. See the details below which show how to install this window.

THERE are many uses for glass—uses which dress up a house and make it look more attractive and practical. And prospects like glass. It is just one more reason why they will consider your house "a good buy."

Every nickel you spend for glass in a house shows. People are impressed when they see the built-in mirror over the mantel, the full-length door mirror, the beautiful "picture" window, the bathroom walled with Carrara Structural Glass. Such applications immediately stamp your house as one

which combines both charm and utility—one that is modern and desirable.

You can use glass effectively even the lowest-cost homes. No other material can add so much sales appeal for so little cost. See the coupon today for our free booklet which shows the many ways glass can be used inexpensively to make houses easier to sell. The booklet also contains many detailed drawings, like those illustrated which show you exactly how each glass installation is made.

"PITTSBURGH" standard



PITTSBURGH PLATE GLASS

TRUCK

“

“Since 18...
founded, I...
chief imp...
1930, 90%...
been For...
trailers, ...
cars. We ...
roadworth...
operation.

TRUE

Power

type

FAM

• Service
gine cr...
mission...
other
readil...
hence...
• Low r...
cost.
• Unive...
facilit...
• Heav...
axle-s...
roller...
• Extra...
floatin...
pinie...
moun...

MORE FORD TRUCKS ON THE ROAD • ON MORE JOBS • FOR MORE GOOD REASONS

TRUCK-ENGINEERED *Economy!*



“... minimum cost of operation”

—says L. W. STROCK, JR., of Brown-Borhek Co.
Bethlehem, Penn.

“Since 1820, when Brown-Borhek Co. was founded, transportation costs have been of chief importance to us. And ever since 1930, 90% of the units in our fleet have been Ford products—trucks, tractors and trailers, Fordson tractors and passenger cars. We are fortunate in having a rugged, roadworthy fleet, showing minimum cost of operation.”

Brown-Borhek Company
by L. W. Strock, Jr.



TRUE TRUCK ENGINEERING

Powerful truck engines—Six chassis types—for 95% of all hauling jobs.

FAMOUS FORD FEATURES

- Service ease... engine crankcase, transmission, clutch and other chassis units readily accessible, hence—
- Low maintenance cost.
- Universal service facilities.
- Heavy-duty front axle—massive spindles—large taper roller wheel bearings.
- Extra-sturdy full-floating rear axle—pinion straddle-mounted on 3 large roller bearings—3 axle ratios available—2-speed axle optional at extra cost.
- Powerful hydraulic brakes—exceptionally large cast drums.
- Needle bearing universal joints.
- Rugged 4-speed transmission—large roller bearings.
- Shifta-Guide speedometer dial—saves fuel—saves wear.
- All-steel comfort cab—safety glass.

TO GET your loads from where they are to where you want them, for the least money, with the utmost sureness and promptness, is the main reason why you buy trucks, isn't it?

That's the basis of Ford Truck engineering. There's a proper Ford Truck for 95 per cent of all hauling jobs. Whether you have to haul timber over forest trails, or siding and shingles over city streets, or hustle a few rolls of roofing out to a job, one of the 126 Ford Truck combinations is practically sure to fit your needs. It will have the right kind of power, giving ample engine torque over a wide range of road speeds. It will have a chassis more massive and sturdy than comparable

trucks—a chassis that is truck-engineered for your loads and roads.

It will have what's needed for economical operation and maintenance. It's because of Ford Truck engineering, that more truck operators use Ford Trucks than those of any other make.



Under government allocation, present production of Ford Trucks is necessarily limited as to types, equipment and quantities for essential civilian needs. See your near-by Ford Truck dealer for free counsel in obtaining official certification of your requirements.

FORD TRUCKS

AND COMMERCIAL CARS

TRUCK-ENGINEERED • TRUCK-BUILT • BY TRUCK MEN



Blueprint of Happiness

THIS year *you* probably will not experience the great thrill that comes from poring over the blueprints for a home of your own. But we can tell you that your postwar home will be well worth waiting for!

● ● Yes . . . and today, while you're investing in War Bonds to help crush the Axis, remember you're also creating a nest-egg that will finance that home when you're ready to build it!

● ● The techniques of functional design and compact construction which enabled Defoe to build 137 fighting ships for the Navy since we entered the war, will be turned to producing quality-built homes after Victory. In ad-

dition to the economies of volume production, these new homes will introduce concepts of beauty, comfort, and livability heretofore unknown in their price range—plus individuality of design and exterior treatment.

● ● Today, like ourselves, you have the double duty of performing your war-time task and buying your limit of War Bonds to hasten Victory.

● ● But *you* and *we* may both plan ahead around these scientifically designed homes that not only will offer greater dollar-for-dollar value to home buyers but will also contribute to better American living standards and full employment.

COPR. 1945 DEFOE SHIPBUILDING CO.

HOUSING DIVISION — DEFOE SHIPBUILDING

COMPANY, BAY CITY, MICH.

Defoe

Four White Star Renewal Citations now decorate the Navy "E" Award won by Defoe workers.

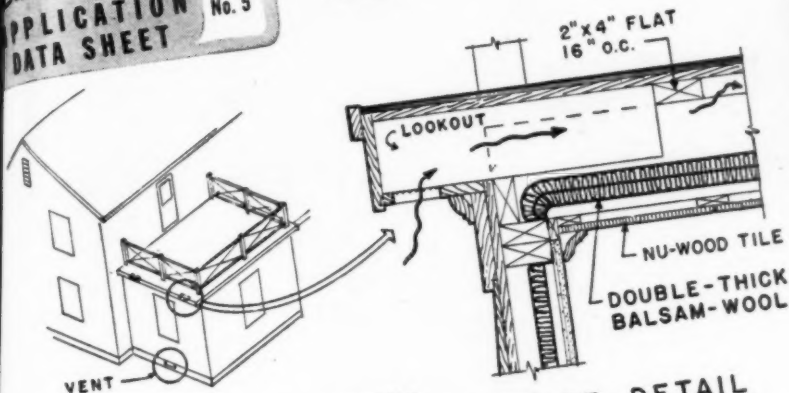
BACK THE ATTACK
—BUY WAR BONDS

SHIPS FOR VICTORY
SERVANTS FOR PEACE

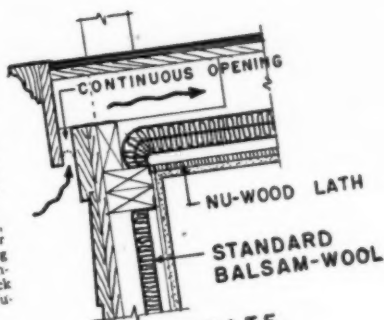
Balsam-Wool APPLICATION DATA SHEET

SEC.
B
No. 5

INSULATING AND VENTILATING AN ADDITION WITH A FLAT ROOF



CORNICE DETAIL
SCALE 1/8" = 1"



**ALTERNATE
CORNICE DETAIL**

WHEN a room addition has a flat roof, the need for ventilation between the insulation and the roof is probably more important than in pitched roof construction. Adequate ventilation of flat roof construction is especially desirable during summer months to flush out the hot air which normally accumulates under the roof. During the winter months, ventilation will minimize the possibility of condensation on the underside of the roof construction.

In the drawing, upper right, air is allowed to circulate through two or more screened openings in the soffit of the projecting roof cornice located on opposite sides of the addition. Note that 2 x 4's are placed flat (16" o.c.) on top of and at right angles to the roof joists to allow air to circulate between and across all joist spaces.

An alternate method of ventilating the space above the insulation may be accomplished by admitting and exhausting air through a continuous narrow screened opening provided in the roof cornice, as shown at right. This opening allows air to circulate through every joist space.

To add to the insulation value of the ceiling construction, we recommend that either Nu-Wood Interior Finish or Nu-Wood Insulating Lath and plaster be used as the ceiling finish. The coefficient of heat transmission "U" of the combined flat roof and ceiling, insulated with Double-Thick Balsam-Wool and either Nu-Wood Interior Finish or Nu-Wood Insulating Lath, is .089.

If the addition is unexcavated, the floor should be insulated with Double-Thick Balsam-Wool and the space under the floor should be ventilated by means of screened openings in the foundation wall, as illustrated in Data Sheet Sec. B—No. 4.

WOOD CONVERSION COMPANY
First National Bank Building
Saint Paul 1, Minnesota

BALSAM-WOOL Products of Weyerhaeuser **NU-WOOD**

- High Thermal Efficiency
- Built for Permanence
- Non-Settling
- Flame-Proof
- Wind-Proof
- Moisture-Proof

KEEP UP-TO-DATE
WITH
Balsam-Wool
DATA SHEETS

Carefully prepared—based on research and wide experience—these Balsam-Wool data sheets give up-to-date information on application methods . . . and provide a convenient way to file "hard-to-get" information. Send today for your set of Balsam-Wool data sheets prepared by America's leading manufacturer of blanket-type insulation. There's no cost or obligation—mail the coupon!

Balsam-Wool

SEALED INSULATION

- | | |
|---------------------|---------------------|
| 1. WINDPROOF | 4. LASTING |
| 2. MOISTURE-PROOFED | 5. NON-SETTLING |
| 3. FIRE RESISTANT | 6. HIGHLY EFFICIENT |

BALSAM-WOOL • NU-WOOD
Products of Weyerhaeuser

WOOD CONVERSION COMPANY
Dept. 119-4, First National Bank Bldg.
St. Paul 1, Minnesota
Gentlemen:
Please send me set of application data sheets.

Name Address City State





Sold
FOR SALE SIGN

WHEN building starts again, the homes equipped with G-E. Automatic Heating will be easy to sell.

The G-E trade-mark, of course, adds prestige to any home. But more than that, consider what the new G-E Automatic Heating Units will offer. They will cost less—to install and to operate—than did prewar models. They'll be quieter, more compact and efficient, and . . . *completely packaged.*

Keep these facts in mind in planning the

homes you will build. Remember, the new G-E Automatic Heating Units are ready for production as soon as war restrictions permit their manufacture. In the meantime, have a talk with your G-E Distributor. He will be glad to help you with your postwar heating problems.

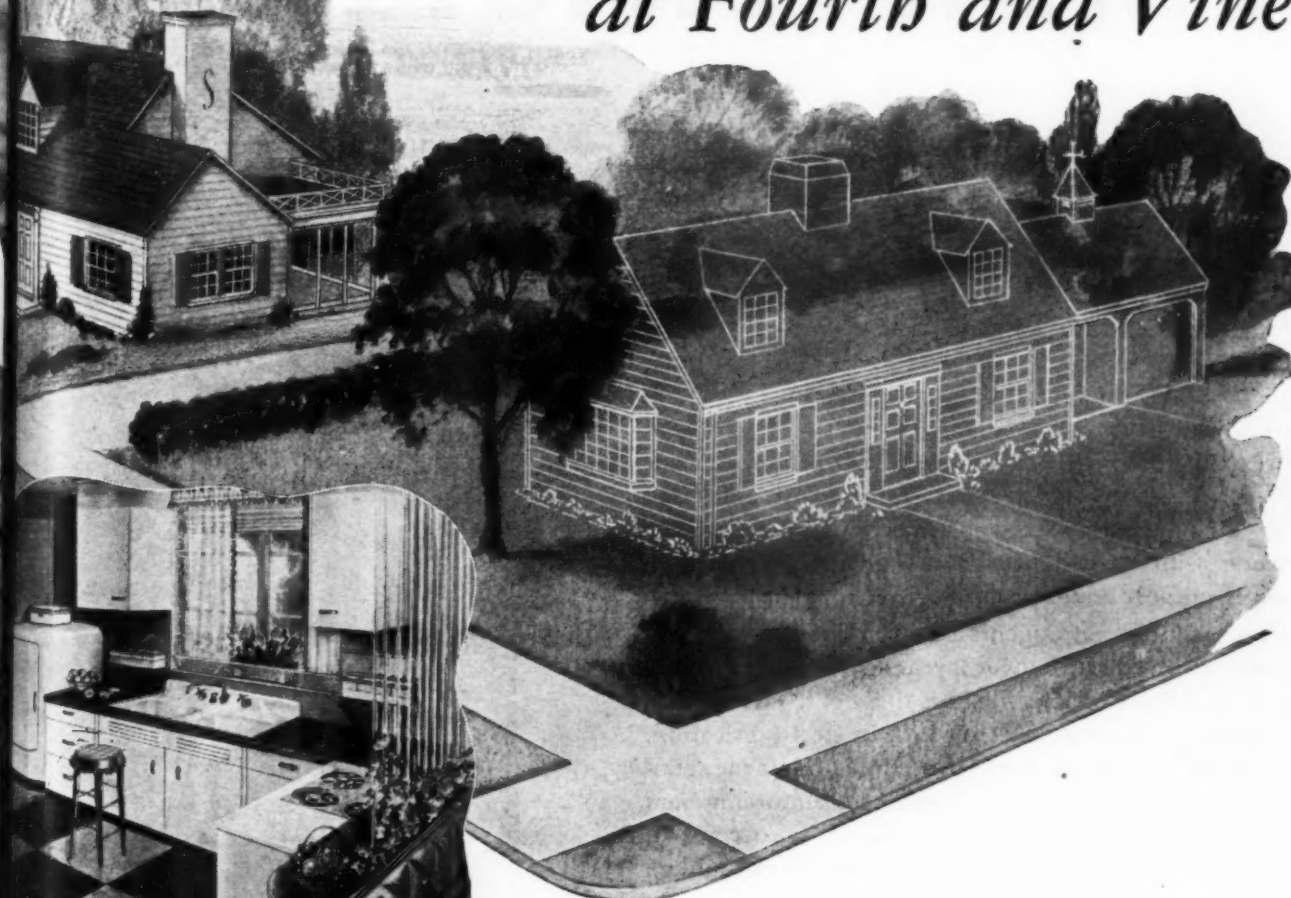
☆ **BUY... and hold... WAR BONDS** ☆

General Electric Company, Heating and Air Conditioning Divisions, Section 5114, Bloomfield, New Jersey.

GENERAL  ELECTRIC

Tune in: The "G-E HOUSE PARTY," every afternoon Monday through Friday, 4 p. m., E W T, C B S. . . The "G-E ALL-GIRL ORCHESTRA," Sundays, 10 p. m., E W T, N B C. . . "THE WORLD TODAY" News, Monday through Friday, 6:45 p. m., E W T, C B S

The vacant lot at Fourth and Vine



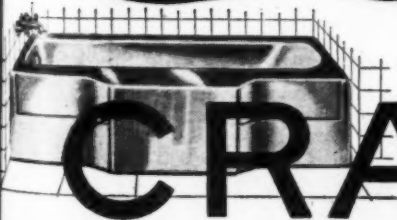
MOST every Sunday afternoon Bob Roberts and his wife Martha lock up their apartment and stroll down Fourth Avenue to look at a vacant lot at the corner of Vine.

You might wonder what attraction there is in a vacant lot that makes this journey worthwhile.

But to Bob and Martha it is more than a vacant lot—on it they visualize the home they plan to build when the war is over. And back in their apartment is a filing case full of suggestions for that home—articles torn from magazines—floor plans—planning books on bathrooms and kitchens.

There are thousands upon thousands of Bobs and Marthas in towns and cities across the country—some have their plans completed—many are only in the wishing stage—but they are important to you, for they are your future market.

Since the war started, Crane Co. has furnished, to hundreds of thousands of these planners for tomorrow, information on bathrooms and kitchens to help them make their dreams come true. Their familiarity with Crane quality—the wise preference they express for Crane plumbing will help make the homes you intend to build easier to sell if the bathrooms and kitchens are equipped with Crane fixtures.



CRANE CO., GENERAL OFFICES:
836 S. MICHIGAN AVE., CHICAGO 5

PLUMBING • HEATING • PUMPS
VALVES • FITTINGS • PIPE

NATION-WIDE SERVICE THROUGH BRANCHES, WHOLESALERS, PLUMBING AND HEATING CONTRACTORS

A NEW TWIST...

*and presto —
reinforcing bars that fight!*



A unique CECO production line twists Ceco reinforcing bars into Army screwposts. Screwposts that, when strung with barbed wire, stand grim sentry duty in jungle outpost and German field.

This simple yet ingeniously contrived fabricating process will, in a little over 2 years, have turned out 3½ million of these reinforcing bars that fight. Just another example of Ceco engineering skill in steel fabrication. And to be expected... for in peacetime Ceco is the country's largest independent fabricator of reinforcing bars for reinforced concrete construction. A Ceco coast to coast warehousing service which guarantees builders in reinforced concrete the bars they need, cut, bent, bundled and tagged, and delivered on schedule, ready for speedy installation. Ceco's 30 years of engineering experience in reinforced concrete construction means "know how", so always consult a Ceco trained-in-the-field engineer before you plan to build!



COURTESY U. S. ARMY SIGNAL

Complete list of Ceco engineered products for reinforced concrete construction includes: Meyer Adjustable Type Steelforms, Reinforcing Bars, Column Spirals, Welded Fabric, Bar Chairs, Spacers and accessories, Column Clamps and Adjustable Steel Shores.

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ENGINEERING (AK)





ARMY SIGNAL

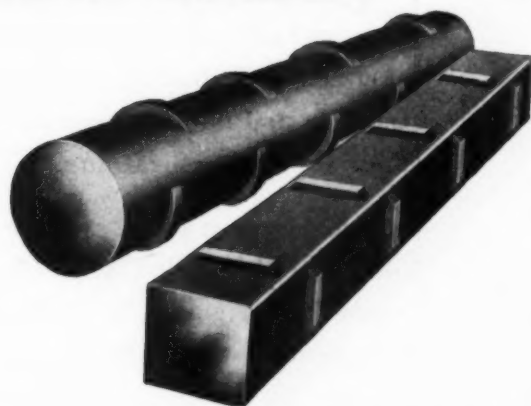
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Type
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CECO STEEL PRODUCTS CORPORATION

Concrete Engineering Division—5701 W. 26th St., Chicago, Ill.

Manufacturing Division: All types of residential and industrial steel windows, steel doors, metal frame screens, metal lath, metal weatherstrip, steel joists and steel roof deck.

Sheet Steel and Wire Division • Highway Products Division



MAKES THE BIG DIFFERENCE IN CECO CONSTRUCTION PRODUCTS

There are 10 big selling points

K&M
"Century"
with **APAC**

HERE THEY ARE:

1. Made of Asbestos Fibre and Portland Cement
2. Pleasing light gray color
3. Fire resistant and durable
4. Convenient size—4' x 8', 4' x 9' and 4' x 10'. Thicknesses $\frac{3}{16}$ ", $\frac{1}{4}$ " and $\frac{3}{8}$ ".
5. Low cost
6. Rat and termite proof
7. Easy to cut, handle and apply
8. Fastens with nails or screws
9. Practically no maintenance required
10. Prompt delivery



The greenhouse benches shown here are only one of many uses of "Century" Apac. This USEFUL material sells rapidly . . . because it's safe, economical, easy-handling and quick-building.

"Century" APAC

can be used on *all* types of farm buildings, including hog houses, brooder houses, poultry houses, barns, range shelters and similar structures. It has also proved to thousands of builders and home owners to be an ideal fireproof panelling, ceiling liner and all purpose sheathing.

It will pay you to investigate this weather resistant board. Also order plenty of Pre-drilled Apac with automatic nail spacing that provides a ready layout guide. Your Keasbey & Mattison dealer can supply your requirements promptly.



KEASBEY & MATTISON
COMPANY • AMBLER • PENNSYLVANIA

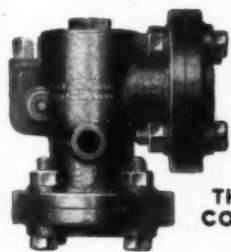


THRUSH WATER
CIRCULATOR

The Secret OF HEATING ECONOMY

THRUSH *Forced* CIRCULATION

NO WASTEFUL OVERHEATING



THRUSH FLOW
CONTROL VALVE




THRUSH WATER HEATER

IN ALL the post-war dreams there's one feature you always find . . . completely automatic heating. And it's one feature that's already a reality! Thrush Forced Circulating Summer-Winter Hot Water Heat is Tomorrow's heating system, here today. Are you telling the people of your community its advantages of greater economy, real home comfort and year 'round Domestic Water supply? Are you getting it drawn in the blueprints and written into the specifications of the homes being planned? Are you recommending it for modernization work now? These are profit opportunities you should not overlook. If you are not familiar with Thrush equipment, see your wholesaler today or write Dept. G-4. for more information.

H. A. THRUSH & COMPANY • PERU, INDIANA

Summer - Winter Hot Water Heat!


IN WAR...
IN PEACE...

SKILSAW speeds every type of construction!

• Barracks, bridges, hangars, warplants . . . all wartime construction work got done faster when SKILSAW speeded the cutting of wood, compositions, stone and sheet metal. SKILSAW speeds every step—from cutting forms for concrete foundations to gang sawing of sheathing on the roof.

Just as SKILSAW'S speed in war hastens the day of Victory, SKILSAW'S speed in peacetime will mean faster, *more profitable building* for contractors everywhere. This isn't a forecast . . . it's a fact based on more than 23 years of experience among successful contractors who are using more than 100,000 SKILSAWS.

If your SKILSAW needs an overhaul for more efficient operation, take it to your nearest factory service station *now* for economical, authorized repair. If you have yet to own your first SKILSAW, ask your distributor today for a SKILSAW demonstration!


SKILSAW, INC.

5033-43 Elston Avenue, Chicago 30, Illinois

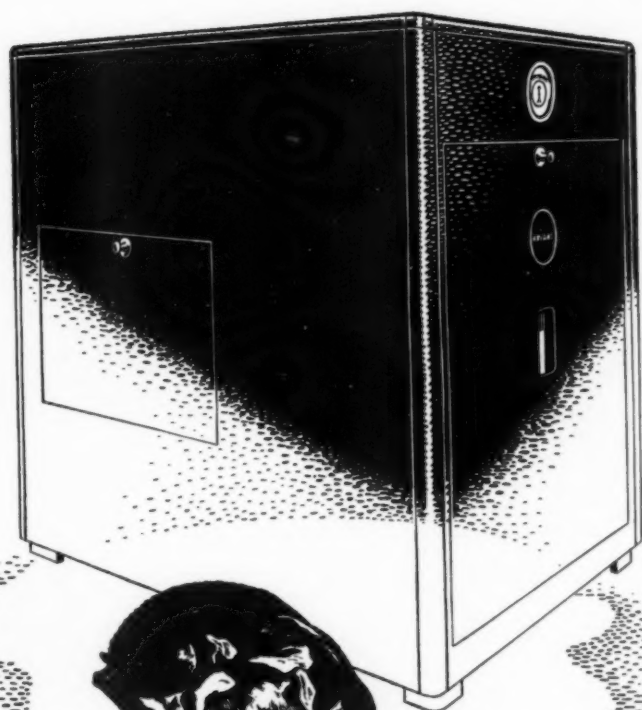
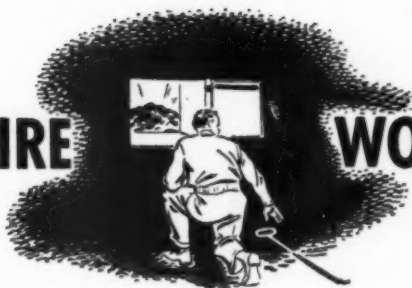
Sales and Service Branches in All Principal Cities

PORTABLE ELECTRIC

SKILTOOLS

MADE BY SKILSAW, INC.

AN AUTOMATIC END TO FIRE WORSHIP



Think how long people have been tied to a fire pit. Centuries!

Only within recent years has a homeowner been able to touch a gadget on the wall, go away—for a month if he wants to—and know that come storm or blizzard, an automatic gas heating unit will hold the temperature in his home exactly where he wants it.

Bryant pioneered the compact, fully automatic gas boiler . . . since has followed with perfection of winter air conditioners, gravity furnaces and conversion burners. Bryant steadily brought the price down, with the conviction that even the smallest of homes is entitled to the convenience, comfort and cleanliness of modern, automatic heating . . . gas heating with fluid fuel, always on tap, never needing to be stored, shoveled or cleaned out afterwards.

"Let The Pup Be Furnace Man"—a suggestion to every homeowner in favor of more leisure from Bryant, one of the Dresser Industries.



THE PLUS OF DRESSER

Back of every Bryant product stands DRESSER INDUSTRIES—a central source of strength backing the independent managements within the Dresser Group. Dresser Industries furnishes them a Plus—a double backing that is a solid foundation for progress; a double O.K. upon their products that is extra assurance of satisfaction to their customers.

DRESSER Mfg. Division, Bradford, Pa.

THE BRYANT Heater Company, Cleveland, Ohio

CLARK Bros. Co., Inc., Olean, N. Y.

PACIFIC Pumps, Inc., Huntington Park, Calif.

INTERNATIONAL DERRICK & Equipment Co.,
Columbus and Marietta, Ohio; Beaumont, Texas;
Torrance, Calif.

ROOTS-CONNSVILLE Blower Corp.,
Connersville, Ind.

STACEY BROS. Gas Construction Co.,
Cincinnati, Ohio

BOVAIRD & SEYFANG Mfg. Company,
Bradford, Pa.

DRESSER Mfg. Co., Ltd.,
Toronto, Ont., Canada

VAN DER HORST Corp. of America,
Olean, N. Y. and Cleveland, Ohio

Meet Lionel Jacobs— Another Timken Dealer

How many times have you wished you knew a heating dealer that would always do an A-1 job of furnishing and installing home heating or air conditioning—one who would build client satisfaction for you and enable you to make more money?

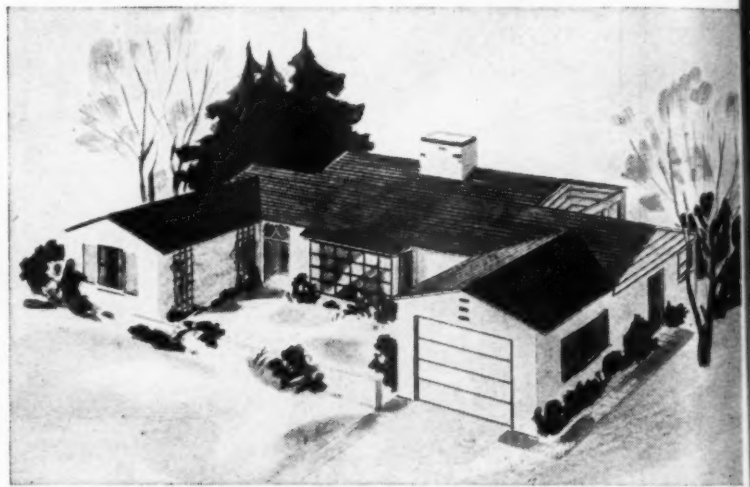


Well, meet Lionel Jacobs of Automatic Heat Inc., Philadelphia, a typical Timken Dealer.

He knows the value of selling quality heating products, installing them properly, and backing them up with dependable service.

He has an extra incentive to please both you and your customers because, in addition to handling Timken Silent Automatic Oil Heating Products, he sells accessories, insulation and fuel oil, and when he serves well he is often rewarded with more business.

Mr. Jacobs is a past president of the American Oil Burner Association, is a director of the Oil Heat Institute of America, has had years of experience with all forms of home heating, and makes it his business to furnish the highest quality automatic heating at lower costs in the long run.



New U-Shaped Home, designed by Harold H. Ehlert, A.I.A., noted Detroit architect. One of a number of new homes by leading architects featured in Timken Silent Automatic national magazine and newspaper advertising.

All Timken Dealers are ably qualified to do your job. They have been selected on their ability and experience. They own their own businesses and, as a group, they do a better business than any other group of dealers in the industry.

Timken backs up all dealers by building and furnishing the highest quality oil heating products. Each of these products is equipped with the thrifty Timken Wall-Flame Oil Burner which is so fully automatic it even lubricates itself. To get the best heating results, Timken maintains complete facilities at the factory for laying out all types of home heating jobs for dealers. In addition, all Timken Dealers receive the benefits of factory training for their mechanics to insure proper installation and competent service.

Call the Timken Dealer in your community on your next home heating job. You'll find that you'll profit

more by using his experience, his complete facilities, and the high quality Timken equipment he sells.

Timken Dealers are accepting Reservation Orders now without obligation to insure earlier delivery of new and improved Timken Silent Automatic Oil Heating Products when wartime restrictions are relaxed.

It is to your benefit and that of your clients to place reservation orders now with a Timken Dealer.

TIMKEN

Silent Automatic

Quality Home Appliances for Comfort, Convenience and Economy • 20 Years of Faithful Service to American Homes

Division of THE TIMKEN-DETROIT AXLE CO., Detroit 32, Michigan

Get set for **FAST ACTION** on store remodeling jobs!

Line up jobs NOW . . . so
you can start work the minute
building restrictions are lifted.



These stores in Nashville, Tenn., are a good example of how Pittsburgh Glass can create better-looking, sales-winning stores . . . and profitable modernization work for you. Architects: Warfield & Keeble.

THE early bird catches the worm. Line up the store-remodeling jobs in your territory now. Then you'll be all ready to start profitable modernization work the minute building bans go off.

We're helping to smooth the path to such contracts for you. Right now, through extensive advertising, we're urging hundreds of retail merchants

to modernize their stores . . . inside and out. And we're telling them to get modernization plans approved now . . . so when construction returns to normal, they'll be among the first to get their stores improved with Pittsburgh Glass and Store Front Metal.

So start lining up remodeling jobs today. And whenever you build, re-

member that your clients prefer Pittsburgh Glass Products . . . due to consistent advertising over the years.

Mail the coupon for our free books of facts, figures and photographs about many store remodeling jobs throughout the country. It shows how effectively Pittsburgh Glass can be used to give stores new sales appeal and new attractiveness.

"PITTSBURGH" stands for Quality Glass and Paint

PITTSBURGH GLASS

for Store Fronts and Interiors

PITTSBURGH PLATE GLASS COMPANY



***Certain-teed ads in Farm and Home Owner magazines
reach over 7,000,000 prospects***

Sell Certain-teed and you're *welcome!* For the "Certain-teed" name is a door opener to building product sales. Farmer or Home Owner, your prospect is pre-sold on Certain-teed . . . thanks to consistent Certain-teed advertising. Over 7,000,000 Farm Families and Home Owners see Certain-teed advertising in their favorite magazines: American Country Gentleman, Successful Farming, Progressive Farmer, Tribune.



CERTAIN-TEED



PRODUCTS

CERTAIN-TEED CORPORATION, 120 S. La Salle Street, Chicago 3, Illinois.



"STRETCHED" WITH A GROUP—Without the window group, this room might have seemed cramped. Note how the stock Ponderosa Pine windows help to "stretch out" the room.



When you need a "Space Stretcher"...

Doors and Windows of Ponderosa Pine Can Help!

Cost may limit floor space—but there's many a way to make small rooms look larger! Ponderosa Pine doors and windows, for instance, can help you "stretch" space . . . and, in addition, can help create new,

fresh treatments for every room in the home. This page shows only a few of the many ways in which Ponderosa Pine will provide better living and lasting value in the homes of tomorrow:



"STRETCHED" WITH A DOOR—To increase the feeling of spaciousness, a glazed Ponderosa Pine door was used in this narrow passageway. The closet door on the left is also a stock Ponderosa Pine design.



"STRETCHED" WITH A BAY—Bay windows—made up of stock Ponderosa Pine units—create an effect of greater space. Bay windows are not expensive if made of stock Ponderosa Pine units, which can be toxic treated to enhance still further the natural durability of wood.

Free—THIS VALUABLE PLANNING AID!

Ponderosa Pine
WOODWORK

THE BEST IS YOURS . . . WITH PONDEROSA PINE

The "New Open House"—a 32-page booklet showing Ponderosa Pine doors, windows and woodwork—will help stimulate your planning ideas. Send today for your copy—it's yours for the asking. Just mail the coupon!

Ponderosa Pine Woodwork
Dept. MAB-4, 111 W. Washington St.
Chicago 2, Illinois
Please send me a free copy of the "New Open House."

Name.....

Address.....

City.....Zone.....State.....



You'll Find All the Answers in Curtis Silentite...

● Just *one or two* good features in a window won't be enough for post-war America! Window-conscious home builders will look for windows that satisfy *completely*—on every count. Windows that are weathertight and easy to operate. Windows easily installed in any size or type of home and easy on the budget, too. Windows that combine the beauty of streamlined design with low maintenance cost through the years.

Curtis will have *all* these answers in the famous Silentite window line. For Silentite windows are products of 79 years' experience and scientific research . . . research constantly carried on through the war years. Because Curtis *knows* window production—because Silentite windows represent outstanding improvements in window construction, you can be sure that Curtis will amply meet every post-war need and plan. For complete information on Silentite windows and on Curtis Stock Architectural woodwork—mail the coupon!



A pleasingly modern note is struck by these corner windows, made up of Curtis Silentite double-hung units. Curtis offers you a wide variety of sash styles for any kind of plan.



The slender muntins add a feeling of lightness and grace to this Curtis "picture" window. Several combinations of such fixed-sash units will be available for your choice.



Bay windows create a special character for many a home . . . and are a means of adding extra space, as well. Bays made up of Curtis stock units are moderate in cost, easy to install, easy to operate.



Casement groups such as this are practical from a fuel-saving standpoint when you specify Silentite Casements. For the Silentite Casement is especially designed for weather-tightness.



CURTIS COMPANIES SERVICE BUREAU
Dept. AB-4K, Curtis Building
Clinton, Iowa

Gentlemen:

Please send me free literature on Silentite Windows and Curtis Stock Architectural Woodwork.

Name.....

Address.....

City.....State.....

Good Buildings Deserve Good Hardware



What's ahead

IN BUILDERS HARDWARE?

Research indicates that, while builders hardware postwar may be novel to a degree and new materials utilized, by far the greatest emphasis will be placed on high quality, highly functional designs executed in the time-tested, traditional metals — brass and bronze.

Warm, mellow and enduring . . . these materials need only the hand of appreciative craftsman-

ship to adapt them to the best in homes . . . commercial buildings . . . civic structures . . . hospitals . . . educational institutions . . . or any other type of structure.

Keeping abreast of trends in design, construction and installation, and evaluating them in terms of life-time user satisfaction, P. & F. Corbin is serving the best interests of all who specify, buy or sell good builders hardware.



P. & F. Corbin

THE AMERICAN HARDWARE CORPORATION, SUCCESSOR

NEW BRITAIN, CONNECTICUT • SINCE 1849



Reproduced from the Kohler Exhibit at the National Builders Exposition

Big advantages in little space... with a KOHLER washroom

A Kohler washroom means a gain in comfort and convenience of exceedingly great value in proportion to the space it requires. Home owners respond immediately to its possibilities as a convenience for both family and guests. It is a feature that adds pronounced selling value to new homes.

The arrangement above shows how effectively distinctive design can combine with compact utility. The floor space is only 4' x 4'. The Taunton lavatory with built-in Kohler fittings is only 14" back to front, yet it

provides a roomy shelf 3¾" wide and an ample basin 16" x 8½". The Trylon close-coupled closet is attractive, thoroughly practical, and economical.

The undisputed quality of Kohler fixtures and fittings is based on 72 years of manufacturing experience, plus the fact that all Kohler products are made in one plant, with complete unity of supervision.

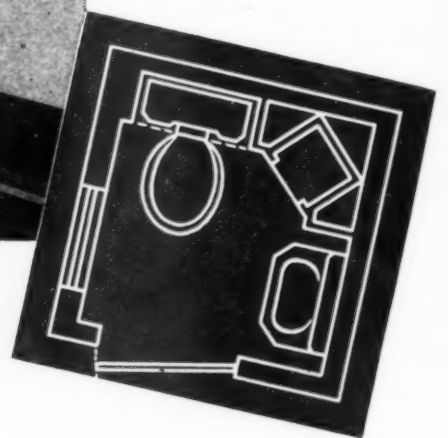
If you do not have Kohler catalog K-41, write Kohler Co., Dept. AB-4, Kohler, Wisconsin. Established 1873.

Buy and Keep
U. S.
War Bonds



KOHLER OF KOHLER

PLUMBING FIXTURES AND FITTINGS • HEATING EQUIPMENT • ELECTRIC PLANTS





Sure it will sell —but will it sell another?

HOUSING authorities predict a market for 10 million new houses in the first 10 years after victory.

Many houses will sell, at first. But what then? Will each house *you* build bring you orders for more?

They Will If They're Planned For Better Living!

People expect a lot in their postwar homes, scientific planning, the best materials, expert construction. And according to surveys by FORTUNE, the U. S. Chamber of Commerce, and Government agencies, electrical equipment stands near the top in postwar wants.

That's your clue! They'll be looking for automatic heating, adequate wiring with plenty of outlets, proper lighting, an electric kitchen with dishwasher, garbage Disposall, range, refrigerator and exhaust fan, cabinets and a clock. And they'll want an electric laundry, too!

And this *complete house* can still be competitively priced. The difference in cost will be relatively minor, and the monthly payments will be increased by a surprisingly small amount because of the single, long-term mortgage.

G. E. Has Plans For Better Living, Too!

We're still concentrating on war work, but after

victory you can count on General Electric to back you up with a complete building and merchandising campaign.

In the meantime write for your copies of General Electric's booklets, "The New Home And Your Pocketbook," and "Castles in Foxholes." Just send your request to Home Bureau, General Electric Co., Appliance and Merchandise Department, Bridgeport, Conn.

FOR VICTORY—General Electric is working night and day to back the attack. You can help, too, by buying and holding more War Bonds than before.

TUNE IN: "The G-E House Party," every afternoon, Monday through Friday, 4 p.m., E.W.T., CBS. "The G-E All-Girl Orchestra," Sunday 10 p.m., E.W.T., NBC. "The World Today," News, Monday through Friday, 6:45 p.m., E.W.T., CBS.



Everything Electrical for Homes After Victory

GENERAL  ELECTRIC



HATS OFF DEPARTMENT

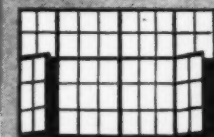
HATS OFF TO . . .

Harry A. Thomsen, Architect
Dinwiddi Construction Co.,
Contractor for the Spreckels Sugar Co.
Building, Woodland, California.

An interesting example in which a California Architect combines plant and office building into one unified structure.

Here Ceco steel windows are used to excellent advantage in both office building and plant. Ceco furnished intermediate casements, fixed sidewall, pivoted sidewall, mechanical operators, screens and commercial projected steel windows.

CECO INTERMEDIATE CASEMENTS



HATS OFF TO . . .

Alfred S. Alschuler
Architect and Contractor
for the Pheoll Manufacturing Co.
Building, Chicago, Ill.

Here you find a fine treatment of entrance with long continuous steel windows serving both manufacturing space on first floor and office space on second floor. A nice solution to the problem of resolving various units into a dignified pleasing facade. Ceco furnished pivoted sidewall, fixed sidewall, and architectural projected windows.

CECO ARCHITECTURAL PROJECTED WINDOWS

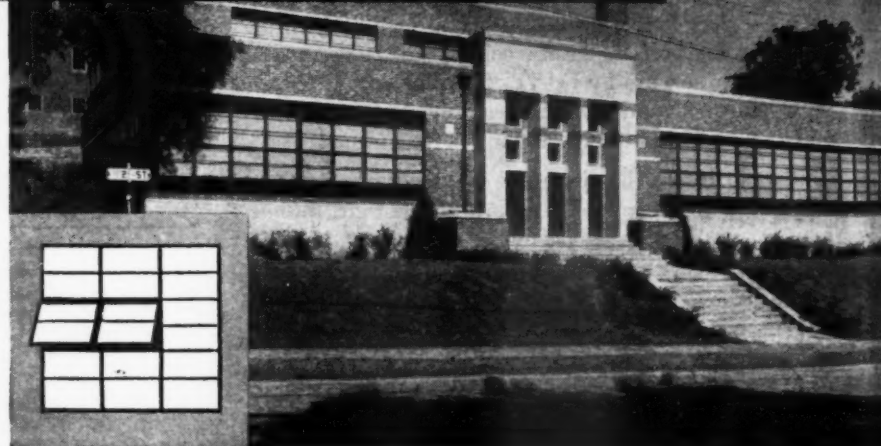
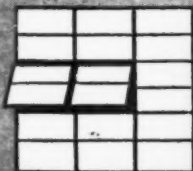


HATS OFF TO . . .

Joseph W. Radotinsky, Architect
Universal Construction Co., Contractors
for the Argentine High School Addition,
Kansas City, Missouri.

The use of continuous steel windows give maximum lighting for classrooms harmonious with the modern treatment of the entrance. In this high school you can see that lines of continuous steel windows are particularly applicable to school room use. Ceco furnished commercial projected windows, with the vertical muntins omitted.

CECO COMMERCIAL PROJECTED WINDOWS



CECO STEEL PRODUCTS CORPORATION

MANUFACTURING DIVISION
 5701 WEST 26th STREET, CHICAGO, ILL.
 Concrete Engineering Division, Sheet Steel and
 Wire Division, Highway Products Division

ENGINEERING MAKES THE BIG DIFFERENCE IN CECO CONSTRUCTION PRODUCTS

Throughout the Land



EXPERT SERVICE
and
GENUINE PARTS
always available
from your
NEARBY
AMERICAN DISTRIBUTOR

It's a safe bet that there's an American Distributor nearby, no matter where you're located in the United States. And every American Distributor can give you expert repair service and supply Genuine Parts from stock.

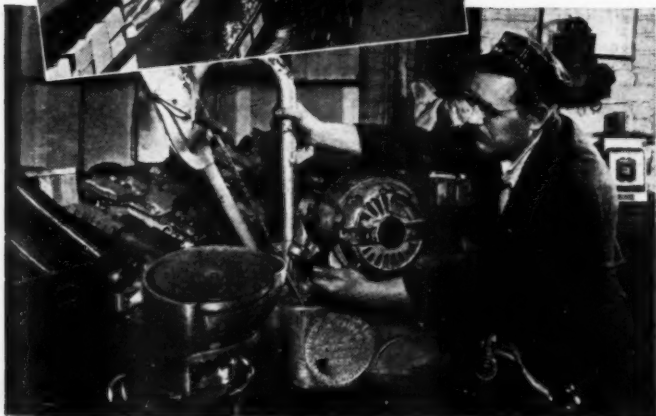
Only American offers floormen this dependable, time and money saving service. No long correspondence with a home office a couple of thousand miles away. No, you can deal with our factory trained men right in your own back yard, so to speak, for if there's not an American Distributor in your city, there is one a short distance away. Mail will always reach him overnight and your orders will be filled and shipped back to you the same day they are received.

So you see, it pays in more ways than one to own one or more Americans. They do the job of surfacing and resurfacing floors quickly and efficiently, at low cost, and American service **KEEPS 'EM RUNNING**—keeps 'em on the job producing profits for you.

Right now, of course, wartime conditions occasionally cause some inconvenience, but American owners know and will tell you, our service is without equal throughout the land.

Left: All American Distributors stock large quantities of Genuine Replacement Parts.

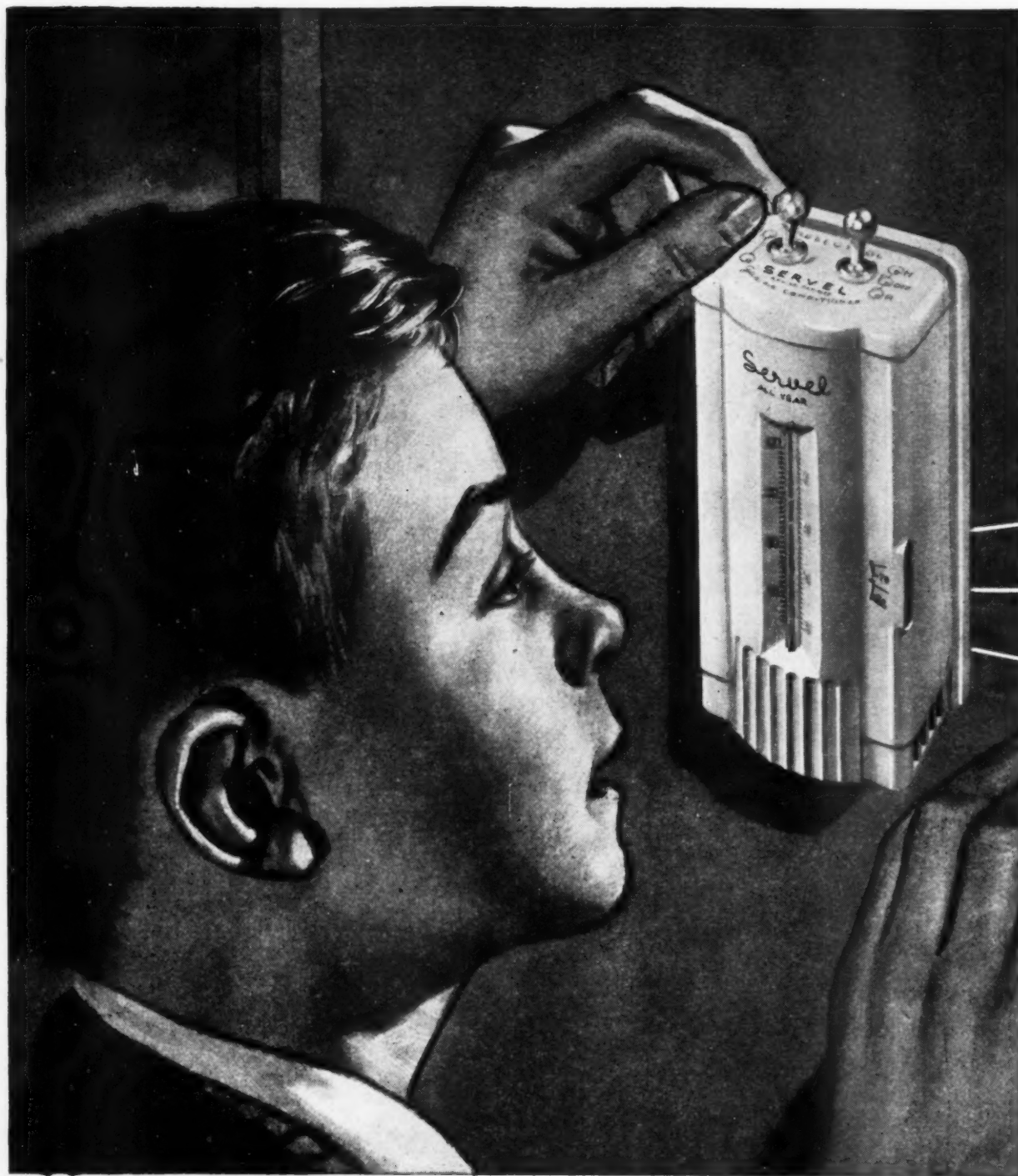
Below: This service man is your neighbor. All over the country, factory trained men are on the job to keep Americans in tip-top condition.



We will gladly send you descriptive literature on all models and give you the address of our nearest distributor. No obligation—just write:

AMERICAN
FLOOR SURFACING MACHINE CO.
511 SOUTH SAINT CLAIR ST.
TOLEDO, OHIO

"Finger tip" control of climate in



Servel *All-Year*

SUMMER COOLING • WINTER HEATING • IN ONE SIMPLE UNIT

Am

Ser

Just
provi
what
Serve
"Sele
tions
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Th

B

MA

te indoors—the year round!

Another important reason why builders are recommending Servel *All-Year* Gas Air Conditioning for post-war homes

Just the touch of a finger! That's all it takes to provide just the climate desired indoors—no matter what the weather is outside—in homes equipped with Servel *All-Year* Gas Air Conditioning. The simple "Selectrol" thermostatic control regulates all operations of the Servel Gas Air Conditioner—winter, summer and between seasons.

This simplicity of operation is one of the big

reasons why the Servel *All-Year* Gas Air Conditioner has won enthusiastic praise in more than 400 installations from coast to coast. It helps explain why builders everywhere are planning to install Servel *All-Year* Gas Air Conditioning in their post-war homes. No other air conditioning system provides similar functions—offers such ease and simplicity of operation the year round.

IN SUMMER

Set the thermostat, flip the right-hand switch to "R." That's all the owner of a Servel Air Conditioned home has to do to keep refrigerated, clean air, freed from sticky humidity, circulating through his house.

BETWEEN SEASONS

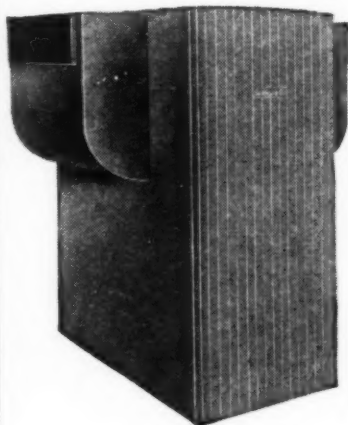
In spring or fall, when both heating and cooling may be necessary for short periods, the left-hand switch may be set at "V," for continuous draft-free ventilation.

IN WINTER

Flip the right-hand switch to "H"; set the thermostat. No matter how cold it gets outside, the Servel Air Conditioned home stays cozy and comfortable. The heated air is properly humidified for the maximum protection of health, and of the building.

Yes, once the Servel *All-Year* Gas Air Conditioner is installed, a comfortable temperature and humidity indoors—a new quality of living every day of the year—can be maintained with the simple, "finger-tip" control.

What's more, Servel's special modulated step control maintains temperatures at the thermostatic level without the "lag" or "overshoot" common to most systems. For further details about this exclusive Servel feature and other advantages of Servel *All-Year* Gas Air Conditioning, get in touch with your local Gas Company, or write direct to Servel, Inc., 1504 Morton Avenue, Evansville 20, Indiana.



Gas Air Conditioner

NIT MADE BY THE MAKER OF THE SERVEL GAS REFRIGERATOR



*Spark your
Postwar Selling*
WITH GREATER BEAUTY
AND COMFORT

... made possible with THERMOPANE,
the windowpane that insulates

Rhode Island home by architects Samuel Glaser and L. L. Rado of Boston

A sure way to put extra sales punch in your postwar houses is to capture exciting outdoor views through "picture" windows. They brighten rooms—provide a never-ending source of admiration from everyone who sees them.

Larger windows need not cause worry about excessive heat losses in cold weather. Libbey-Owens-Ford Glass Company has developed a new type of windowpane that insulates. It's called Thermopane.

Thermopane brings in the view, yet keeps out the cold, because of a sealed-in air space between its two clear panes of glass. It saves heat, adds comfort. In summer its insulation helps keep rooms cooler. And the dead air space helps shut out street noises all year 'round.

The basic features of Thermopane are described briefly at right. But before you make plans, get the full facts from our new Thermopane book. It will

tell you the sizes, thicknesses and types of glass with which Thermopane can be made. It's information you'll want on hand to help make your houses more beautiful, more comfortable and more economical to heat. Write to Libbey-Owens-Ford Glass Company, 1145 Nicholas Building, Toledo 3, Ohio.

Thermopane ... Makes big windows
practical in any climate

Thermopane provides effective insulation because a layer of dehydrated air is hermetically-sealed between its two panes of glass. Thanks to the patented Bondermetic Seal, used to prevent dirt and moisture infiltration, there are only two glass surfaces to clean.



This double-glass windowpane fits into a modified sash, just like a single pane of regular glass ... stays in all year. It's a modern, practical way to provide the benefits of bigger windows, with assurance of winter comfort and heating economy.

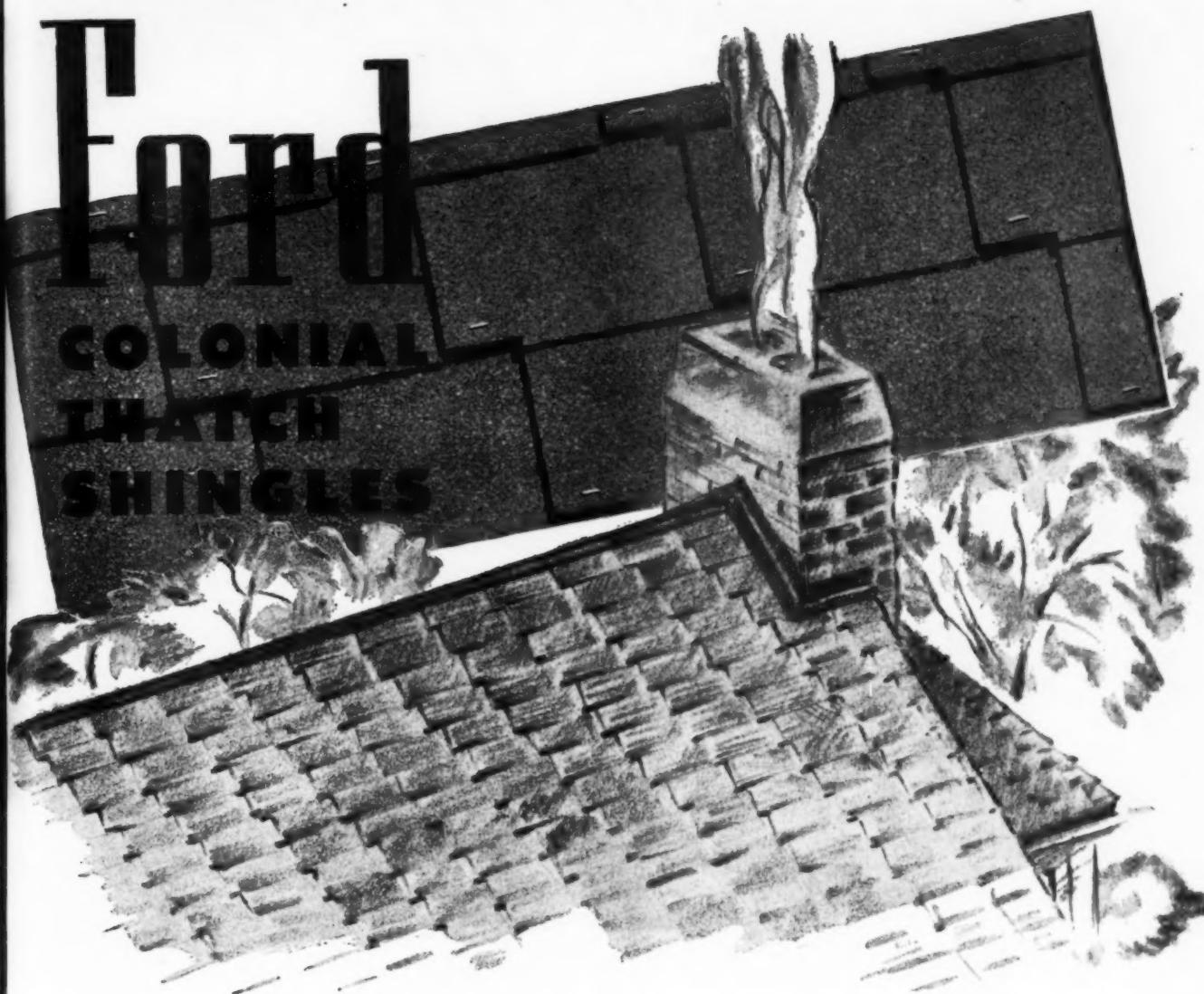


LIBBEY • OWENS • FORD

a Great Name in GLASS

Ford

COLONIAL THATCH SHINGLES



Many home owners are familiar with the beauty and distinctive charm Colonial Thatch Shingles give to the typical American home, but Ford is not satisfied with beauty alone. The ultimate in weather protection is built into Ford's Colonial Thatch Shingle by a combination of high grade time-tested materials and manufacturing methods perfected through 80 years' experience in making roofing products. The basic structure of the Colonial Thatch Shingle is composed of extra heavy felt impregnated with Ford's specification asphalt and surfaced with fire resistant mineral granules firmly embedded to make a durable, weatherproof shingle.

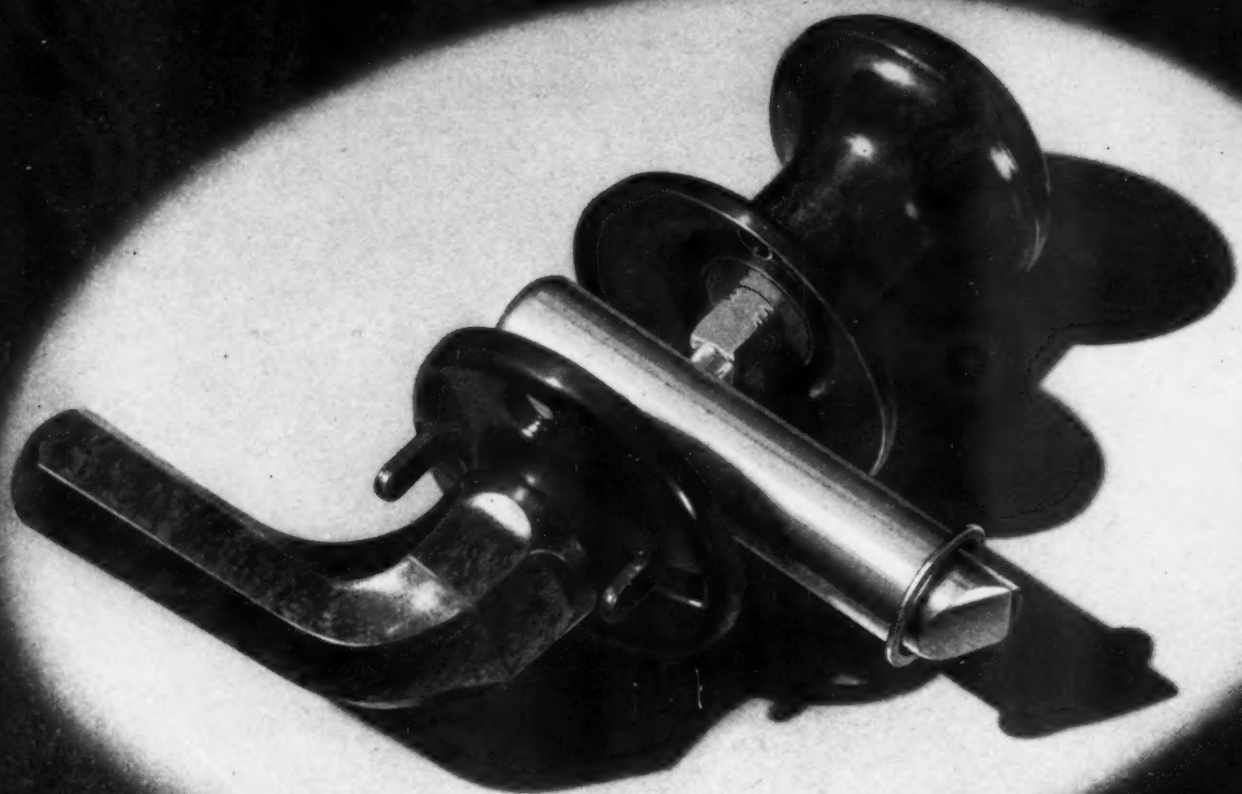
Colonial Thatch Shingles retain their original colors, no fading or washing out to mar the color harmony of the roof; they keep that fresh new look for many years. The deep shadow line of the side and head lap gives a rugged character to the roof not obtainable with other types of shingles.

In addition, Colonial Thatch Shingles are a wind and storm resistant shingle. Each tab is locked securely to the roof by a rustproof metal staple, machine applied, to form a firm integrated roof structure. This modern locking feature makes the Colonial Thatch Shingle particularly adapted for applying over old roofs. Ford's Colonial Thatch Shingle is one of the most popular roofing products ever made.

FORD ROOFING PRODUCTS COMPANY
CHICAGO 2, ILL. YORK, PA. VANDALIA, ILL.



ASPHALT ROOFINGS • • • SHINGLES • • • SIDINGS • • • FORD-V-NEER



IN STOCK AT YOUR DEALER. Dexter-Tubular **Screen and Storm Door Latches**, as illustrated above, are available now.

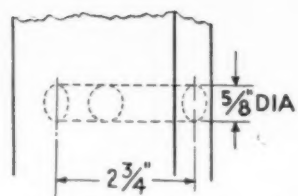
This photograph only begins to tell the whole story. You must see, must examine the latch itself to appreciate all of the quality that has been **built in**. The knob and lever are solid Duralin, molded upon a threaded steel core to permit accurate adjustment for smooth, firm operation. The trim is steel, parkerized to Government specifications and lacquered. Locking Rose is simple, trouble-free and positive. Knob and lever are equipped with the famous patented non-loosening Dexter set screw.

The Screen and Storm Door Latches measure up, thru and thru, to the full Dexter-Tubular quality — satisfaction and service that is **guaranteed** by the written Lifetime Warranty packed with each latch.

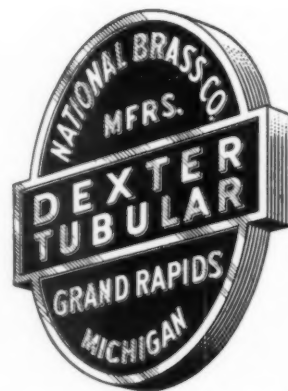
These latches are recommended for replacement as well as new installations. Remember, they are available NOW. If your dealer does not have them in stock, he can get immediate shipment by ordering today. Write for complete information.

NATIONAL BRASS COMPANY, Mfrs.
Grand Rapids, Michigan

MAKERS OF BUILDERS, CABINET, SCREEN DOOR AND SHELF HARDWARE

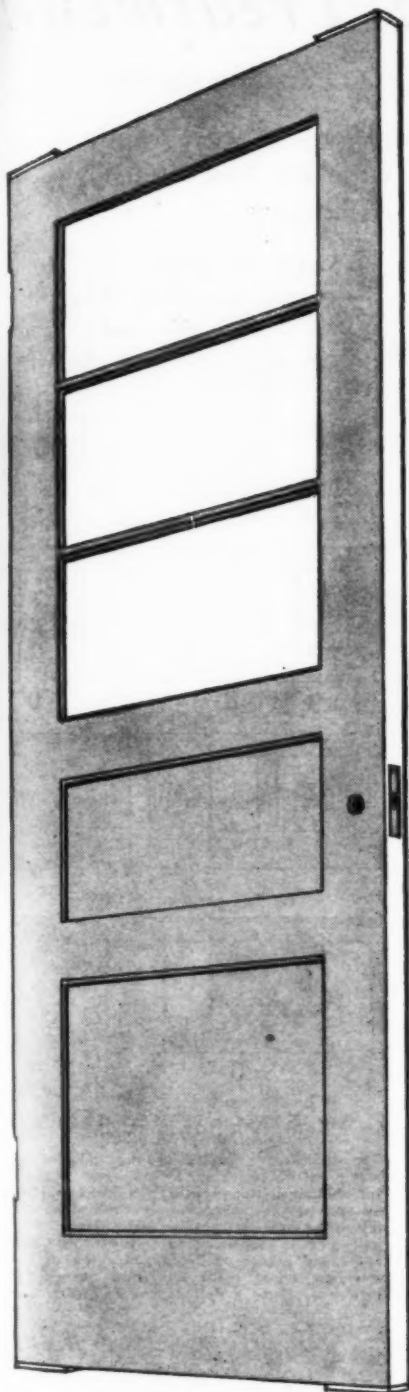


Quickly installed by simply boring two round holes

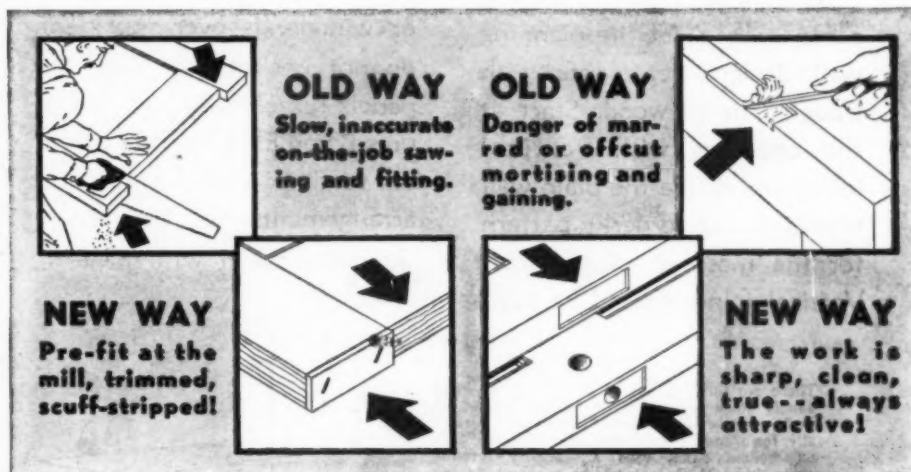


DO THE JOB **FASTER** WITH

DOUGLAS FIR DOORS ORDERED "FACTRI-FIT"



They're Trimmed, Gained and Bored or Mortised to save you Time and Labor!



You save up to 55 minutes on every hanging job when you order durable Douglas fir doors "FACTRI-FIT."* They're completely machined—trimmed, gained and bored or mortised—ready to hang. The savings you make more than offset the slight additional cost of FACTRI-FIT features.

Douglas fir doors can be supplied right now—today—for a limited range of essential building. When war restrictions are lifted you'll use them profitably on **every** job. They're precision-made of durable wood, and the line features modern, all-purpose 3-panel designs adaptable to every type of building.

Send for our new catalog showing the complete line of Douglas Fir interior doors, Tru-Fit entrance doors and new specialty items.

*Douglas fir doors are also manufactured in two other classifications as ordered: STANDARD—made oversize for fitting in inexact openings; PRE-FIT—trimmed to size, but without other machining. Doors are "grade trade-marked" for ease in specification and supplying.

Douglas Fir
DOORS
FIR DOOR INSTITUTE

Tacoma 2, Washington

Remember!
NATURE MAKES
DOUGLAS FIR
Durable!

Durable Douglas Fir Doors
are made from all-heart-
wood, vertical-grain, soft,
old-growth Douglas Fir.

THE NATIONAL ASSOCIATION OF DOUGLAS FIR DOOR MANUFACTURERS

Another Example of Douglas Fir Plywood's Versatility In Wall Design Treatment!

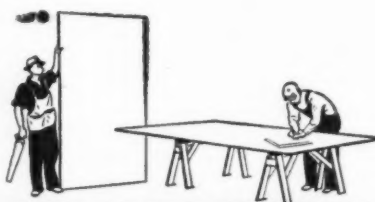
No. 4 of a Series

In a long list of offices, stores and other commercial buildings—as well as in homes of almost every type—Douglas fir plywood can add beauty and utility to wall design. The restaurant illustrated below is one typical example worked out by an architect.

Several basic principles will serve as a guide in planning wall design treatments with Douglas fir plywood. Start at the openings with vertical joints and divide the plain wall spaces in an orderly pattern for the most pleasing effect. Vertical joints should be used

at top of doors and at top and bottom of windows, as in the diagram at the right. In cases where the width of the door or window is over four feet, do not hesitate to place the panels horizontally (as in Figures B and E) for combinations of vertical and horizontal arrangements may be used in the same room with pleasing effect.

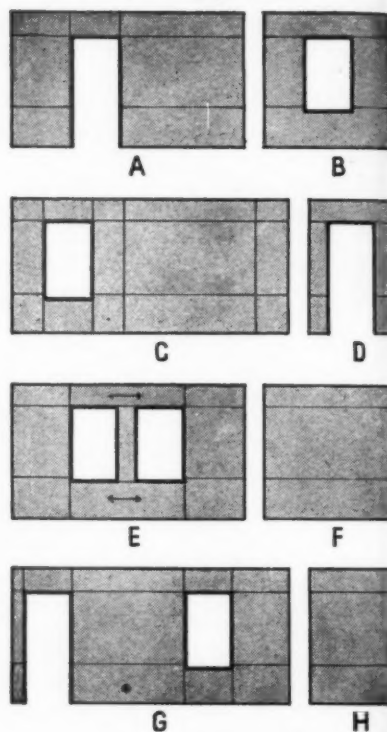
There are three grades of Douglas fir plywood panels made especially for various phases of wall construction. PLYWALL is made especially for standard wallboard use; PLYPANEL is a premium panel used for quality interior work; PLYSCORD is a utility panel made for wall and roof sheathing.



In the illustrated application above, notice that a curved treatment is used on the ceiling. Douglas fir plywood is ideal for such use, for it can be bent to simple curves without steaming and without danger of splitting.

For additional helpful data, write the Douglas Fir Plywood Association.

Simple Suggestions For An Attractive Wall Design With Plywood



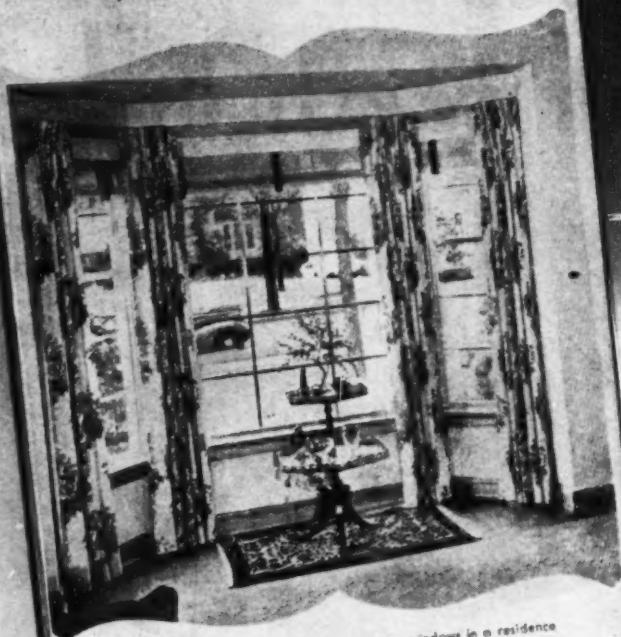
CAN PLYWOOD BE SPECIFIED NOW FOR POSTWAR USES?

The increased capacity of the industry will make MORE Douglas fir plywood available for civilian consumption THAN EVER BEFORE, as soon as the needs of the armed services lessen or war restrictions are lifted. There will be no reconversion delays; the same types and grades of Douglas fir plywood that are now being made can flow immediately into peace-time building and construction.



DOUGLAS FIR PLYWOOD ASSOCIATION
Tacoma 2, Washington

In River Forest there's a lady who's
Delighted



Aluminum windows in a residence
 in River Forest, Ill.

"Aluminum windows are just fine! Lift one and see how easily they work." Here's enthusiasm based on three and a half years of living with them. "We'll certainly have aluminum windows if we build again."

Sash and frames are narrow, giving maximum glass area. Asked what care was taken to keep them looking attractive—"I guess we wipe them off with the windows. Nothing more."

Does not build windows. A number of manufacturers will make aluminum windows available to you as soon as the war permits. Specify them for your new home and add to the joy of living there. ALUMINUM COMPANY OF AMERICA, 1840 Gulf Building, Pittsburgh 19, Pennsylvania.



Windows of
ALCOA ALUMINUM

This Kind of Talk

about Aluminum Windows sells houses, and keeps them sold

"Aluminum windows are the outstanding thing in our home. We love them!"

"Our neighbors are jealous of our aluminum windows. If we build another house, we'll certainly have them again."

"Maintenance? We haven't had any. Just wipe them off when we wash the glass."

That's the kind of talk the Alcoa men are hearing, as they inquire how aluminum windows have performed in the years since they were installed. It's mighty gratifying, even though Alcoa supplied just the aluminum. Various manufacturers were responsible for making this versatile metal into fine windows.

Homeowners, architects, builders, bankers, all speak highly of windows made of Alcoa Aluminum. ALUMINUM COMPANY OF AMERICA, 1914 Gulf Bldg., Pittsburgh 19, Pennsylvania.

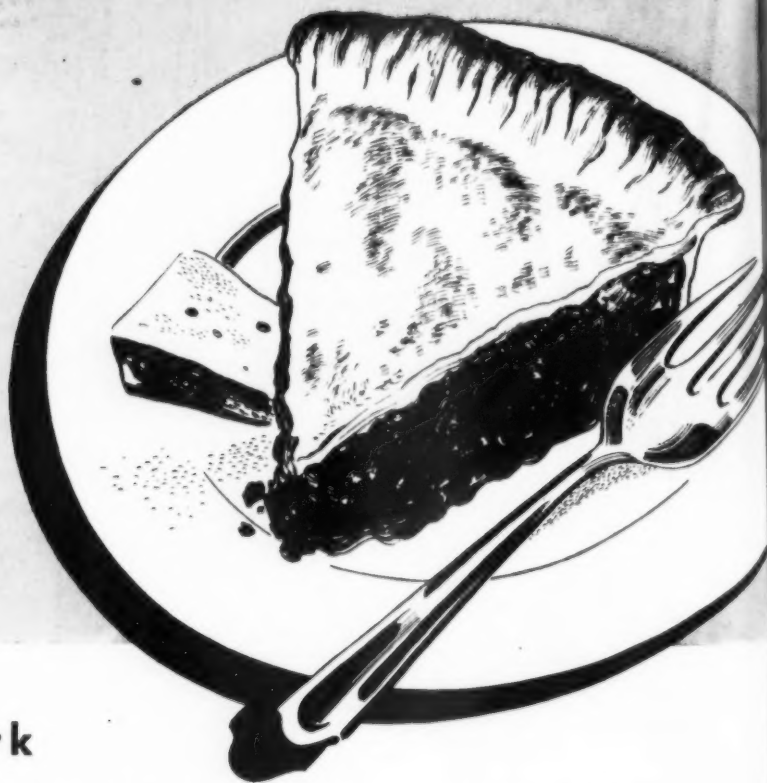


Advertisements like this, appearing in various home magazines, promise windows of Alcoa Aluminum as soon as the war permits.

ALCOA ALUMINUM



Something to sink your teeth in!



Store-Front work offers opportunity to contractors!

THE demand for store-fronts in the years ahead will be enormous! Many surveys show that merchants everywhere—many thousands of them—are ready to act. Nearly all existing store-fronts are inadequate for the coming era of intense retail competition.

Kawneer is ready to work with contractors, builders, architects, and others in the building industry, to assist in the planning of store-fronts as "Machines For Selling". The comprehensive Kawneer Program already

is influencing hundreds of thousands of merchants. Together with new Kawneer services, products and ideas geared to your needs, it offers you a unique opportunity to get into the store-front field.

Write Kawneer today. Ask for new booklet, "The Contractor and Machines For Selling". Get facts on the most significant developments in the store-front field since Kawneer was founded in 1905! **THE KAWNEER COMPANY, 604 FRONT ST., NILES, MICH.**

Kawneer

STORE-FRONTS

MACHINES FOR SELLING!

BRIXMENT MORTAR

Has Better Water-Retention



Here's the way to test for high water-retention. Slap a small dab of any two mortars onto a brick. Wait a minute, then feel each dab. The



one that stays plastic longest will be the one having the highest water-retention. Try this with Brixment mortar!

—AND HIGH WATER-RETENTION IS ESSENTIAL TO WELL-BONDED, WATERTIGHT MASONRY

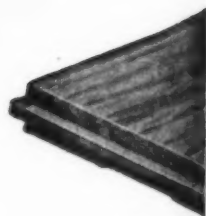
Water-retaining capacity is the ability of a mortar to retain its moisture, and hence its plasticity, when spread out on porous brick. ● High water-retaining capacity is of *extreme importance* in mortar. If the mortar does not have high water-retaining capacity, it is too quickly sucked dry by the brick; the mortar stiffens too soon, the brick cannot be properly bedded, and a good bond cannot be obtained.

Brixment mortar has extremely high water-retaining capacity. It strongly resists the sucking action of the brick. Brixment mortar therefore stays smooth and plastic longer, when spread out on the wall. *This permits a more thorough bedding of the brick, and a more complete contact between the brick and the mortar.* The result is a better bond, and hence a stronger and more water-tight wall.

LOUISVILLE CEMENT CO., Incorporated, LOUISVILLE 2, KENTUCKY
CEMENT MANUFACTURERS SINCE 1830

8 Reasons Why

**FACTORY FINISH ON
BRUCE STREAMLINE
FLOORS IS BETTER
THAN ON-THE-JOB
FINISHES**



E. L. BRUCE CO. • WORLD'S LARGEST MAKER OF HARDWOOD FLOORS

HERE ARE THE METHODS

That Give this Modern Flooring a Superior Finish:

1. SATIN SMOOTHNESS
The same precision sanders (multiple-drum) used for fine furniture prepare the flooring for Bruce factory-finishing by giving it a smoothness not possible on the job with portable equipment.

2. PRIME CONDITION
Finishing starts immediately after sanding, so there is no "raised grain." Also, the finishing is done with the moisture content of the flooring just right. This scientific control is possible only at the factory.

3. PERFECT FILLING
Proper filling of an oak floor is vital to the finish. In Bruce factory-finishing a high quality silex filler of the same porosity as the grain of the wood is worked into the flooring in plastic form.

4. PENETRATING SEAL
The finish used on Bruce Streamline Floors, unlike quick-drying surface finishes, penetrates into the wood and seals the pores against wear and dirt. This finish is sprayed on, then rubbed into the pores.

5. INFRA-RED DRYING
After filling and sealing, the finish is dried with Infra-red Ray lights. Heat is applied uniformly for the depth of the film, eliminating the hazard of a spotty, porous finish. There is no such thing as "unfavorable drying weather."

6. EXTRA BUFFING
Before waxing, high-speed bristle brushes and a steel wool buffer burnish the finish into the wood, produce a superior surface for the application of wax.

7. SUPERIOR WAXING
Highest quality, wear-resisting wax is rolled onto the flooring smoothly and uniformly . . . then buffed and polished by a series of high-speed brushes and buffers. This is many times the polishing action customarily given a waxed floor.

8. UNIFORM COLOR
The foregoing methods also result in a uniformity of shade and tone on Bruce Streamline Floors which will not be found on comparable grades of flooring finished on the job. The natural beauty of the wood grain is greatly enhanced.

It's the Finish that Counts on Floors!
Bruce Streamline Floors are unmatched for beauty, wear and ease of maintenance. We confidently believe this is the floor the home owner of the future will demand. You are invited to write for further details.

E. L. BRUCE CO., MEMPHIS, TENN.



WHAT LINE OF HEATING EQUIPMENT SHOULD WE CONSIDER
FOR OUR NEW HOME?



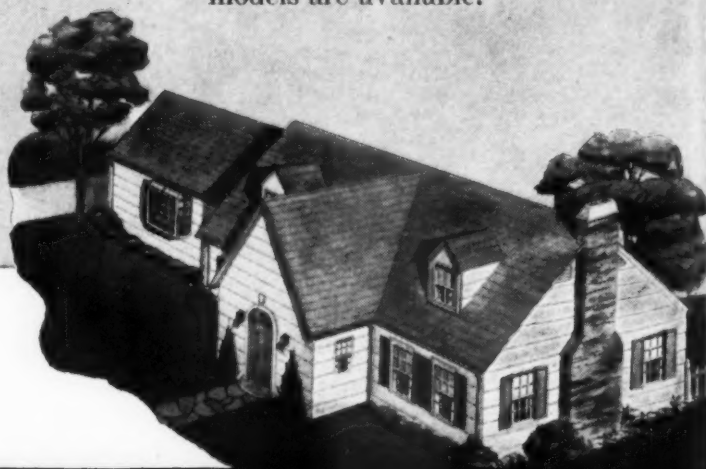
SPECIFY *Gar Wood*

HOME HEATING EQUIPMENT

FAMOUS FOR EFFICIENT PERFORMANCE

Satisfied customers are a valuable asset to any business . . . and in the case of architects or builders, that satisfaction must be long-lived. The folks who buy your homes must LIVE in them day in and day out, year after year. Gar Wood Tempered-Aire or Boiler Burner Units can go a long way to help achieve that satisfaction. Actual surveys have proven Tempered-Aire provides excellent heating performance on a less-

than-average amount of fuel. That's the kind of performance you want in the homes you build! Ask the Gar Wood Dealer in your community to notify you when the new postwar models are available.



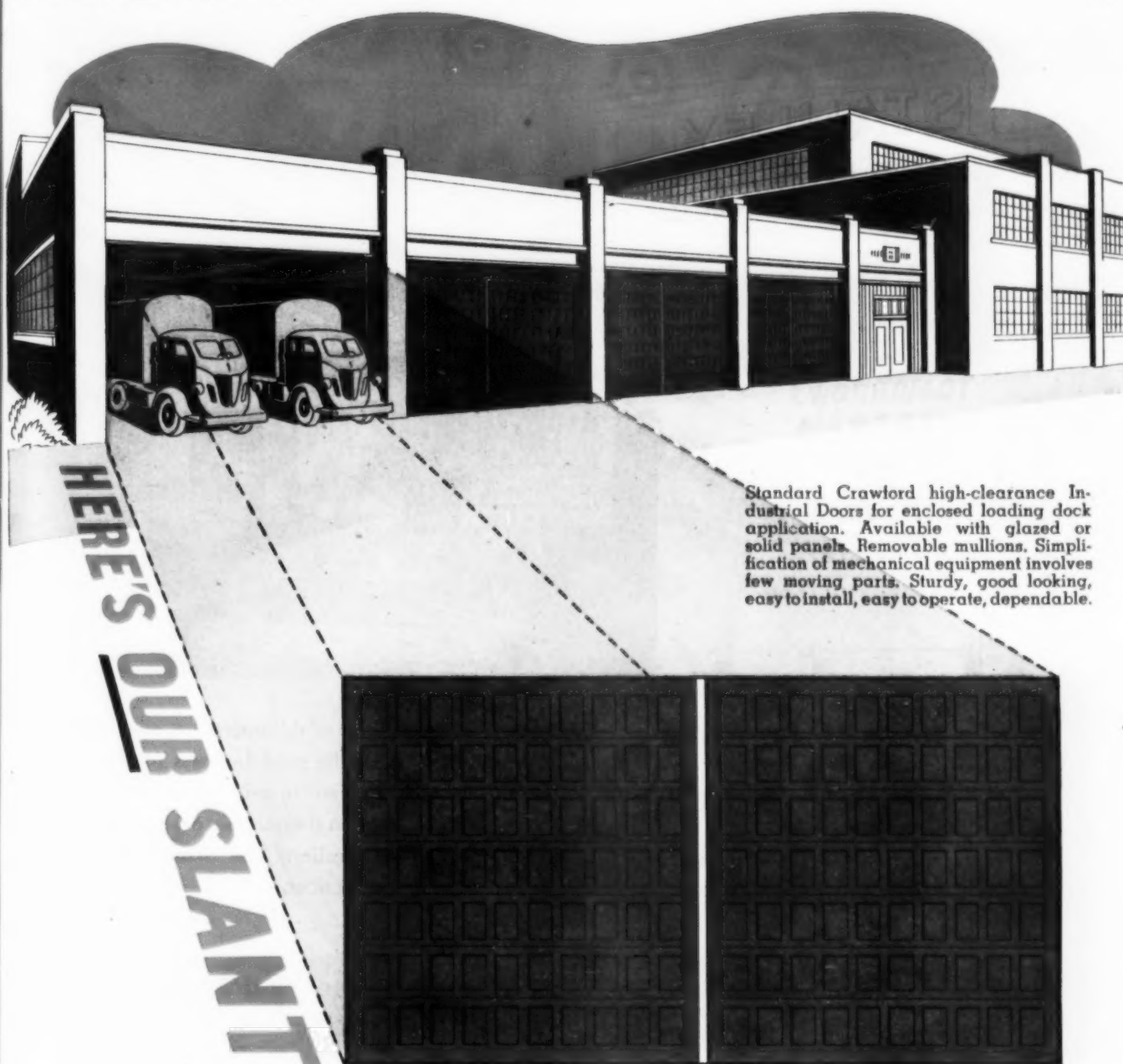
*Buy U. S. War Bonds
. . . and Keep Them!*

GAR WOOD INDUSTRIES, INC., HEATING DIVISION

7924 RIOPELLE STREET

DETROIT 11, MICHIGAN

HOISTS and BODIES . . . WINCHES and CRANES . . . TANKS . . . ROAD MACHINERY . . . MOTOR BOATS



Standard Crawford high-clearance Industrial Doors for enclosed loading dock application. Available with glazed or solid panels. Removable mullions. Simplification of mechanical equipment involves few moving parts. Sturdy, good looking, easy to install, easy to operate, dependable.

on the all-weather protected loading dock problem

● Purely practical considerations must guide the selection of industrial doors. That's why, first of all, these Crawford Doors for loading dock enclosure were built to stand frequent and hard duty usage. That's also why they were engineered to operate easily, quickly and dependably and to exclude weather.

When these matters affecting use and economy were settled to our satisfaction we turned our attention to refined appearance in keeping with modern trends in industrial architecture. We believe you will agree on this as basically sound practice. It is on such a basis that we solicit the opportunity to talk with you about your industrial door needs. Standard or special, one door or a battery of them—Crawford will give you sound counsel. Naturally—there's no obligation.

Crawford Door Company, 401 St. Jean, Detroit 14, Mich.

Crawford

UPWARD - ACTING
DOORS

Residential Garage Doors
Commercial & Industrial Doors
Hand or Power Operated Doors
Craw-Fir Doors

AVAILABLE!



THE ORIGINAL
GLAZING COMPOUND



**NU-CALK
AND
NU-GLAZE**

STILL THE
"Standard of Quality"

TWO PRODUCTS ALWAYS
DEPENDABLE - EFFICIENT -
PRACTICAL and PROFITABLE

- Does Not Dry Out
- Does Not Crack or Peel
- Non-Staining
- Meets Gov't Requirements



MACKLANBURG-DUNCAN CO.

Manufacturers of

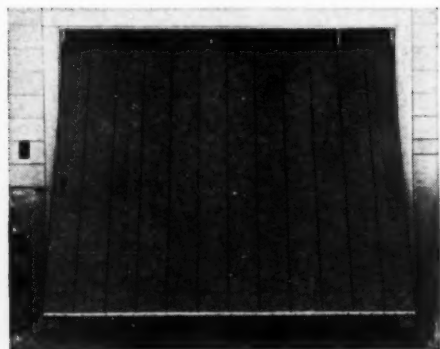
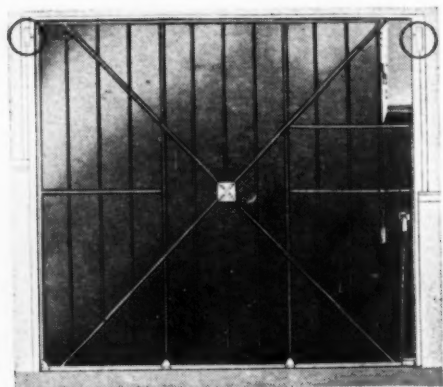
METAL WEATHERSTRIP • NU-CALK CALKING COMPOUND • NU-ART MOLDINGS AND EDGING
NU-GLAZE GLAZING COMPOUND • NU-WAY WEATHERSTRIP • NU-ART LETTERS AND NUMBERS

OKLAHOMA CITY 1, OKLA.

Only **4**
LAG SCREWS
ARE NEEDED
TO HANG THE



BERRY *Aluminum Overhead* **GARAGE DOOR**



Simple, clean-cut design harmonizes perfectly with any architectural scheme, and adds beauty and distinction to the building.

... then attach the lock, striker plate and weather-strip, and the installation is complete. You'll agree it's the quickest and easiest garage door you ever hung.

NEW COUNTERBALANCING PRINCIPLE HIGHLIGHTS

Compact Sealed Unit mounted on the back of the door . . . all operating mechanism enclosed.

No Headroom Required . . . interior of garage left free of all mechanisms and obstructions.

Safety . . . no exposed springs, tracks or weights to pinch fingers or tear clothing.

YEARS OF GARAGE DOOR ENGINEERING EXPERIENCE OFFERS

Latest Aircraft Type Construction which provides a rigid door that guarantees a lifetime of trouble-free usage.

Lightweight Operation . . . built entirely of Aluminum, the Berry Door can be easily operated by a small child.

Specialists for Years

IN GARAGE DOOR ENGINEERING

BERRY DOOR CO.

BIRMINGHAM, MICHIGAN

Hug
Prog

A VAST
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Builders' News Review

Latest Washington developments—News of the National Association of Home Builders and Local Associations



Huge Urban, Rural Housing Program Going To Congress

A VAST post-war housing program, calling for the creation of 1,500,000 living units a year by use of private and public funds to the tune of \$7 billion annually, has been announced for submission to Congress by Senator Robert F. Wagner of New York. Senator Wagner, who is head of the powerful Senate Banking and Currency Committee, is believed to have the active support of Senators Ellender of Louisiana and Murray of Montana in pushing the proposed legislation. Wagner, though a member of the Taft sub-committee of the George post-war planning committee, made it plain early in the extensive hearings, recently held by that group, that it had no power to introduce legislation but that his committee could and would do it.

Legislation Covers Field

The proposals, which are expected to take the form of amendments to the National Housing Act, cover the entire field of urban and farm housing. Prominent among them are:

Long term loans at very low interest rates to stimulate hous-

ing for middle income groups who do not need subsidies "but can not afford to borrow from lenders who charge exorbitant rates."

Annual subsidies of more than \$100 million, including continuance of the present \$28 million paid by the Federal government annually to keep rents down in public projects and an additional \$28 million for the same purpose in expanded public housing post-war; \$35 million annually to aid in rebuilding structurally sound urban housing, and in rural slum clearance; \$25 million annually as an aid to cities in redevelopment projects in which private enterprise would participate.

Change of the present \$800 million F.P.H.A. fund into a revolving fund, to be credited with funds repaid on loans, such funds to be used again and again instead of being returned to the treasury.

Financing Terms Shortened

Under the proposed legislation, annual contributions and loans on new publicly-financed dwellings would run 45 years, instead of 60 years, as at present, (Continued to page 140)

Merrion Presents Charters To New York, New Jersey Groups

Joseph E. Merrion, N.A.H.B. president, presented charters to the Niagara Home Builders' Association of Niagara Falls, N.Y., on February 26th, and to the Northern New Jersey Home Builders' Association on March 1st.

President Elwood F. Treadwell accepted the charter on behalf of the Niagara Falls group, of which Alfred W. Virtuoso is Executive Secretary.

The Northern New Jersey Charter was accepted by Ralph Carletta, president. Carletta, working with Vice-president Harrison Vogel, Treasurer Charles Costanza, and Executive Secretary Albert Ferdinand, turned out a dinner meeting of more than two hundred persons to meet the national president.

Warns Against Public Housing

In his speech to the association, Merrion warned against the dangers of public housing, and what it can do to the private home-building industry of the country. "Every tax-free house that's put up," he declared, "will affect the houses you want to build next year and all the years after that."

New Jersey State Director

Warren J. Lockwood also spoke at the meeting. He predicted at least 15,000 new units in New Jersey in the first year of peace.

Directors of the association include Charles H. Reis, Uriah J. Cole, Emanuel Spiegel, Carl Carlson, and Leo Cosden.

More Charters Planned

President Merrion's schedule calls for the presentation of charters to the Home Builders' Association of Hartford County, Conn., on April 12th, and to the New Jersey Home Builders Association (headquarters in Newark) on April 13th. Irving R. Stich heads the Hartford group and B. H. Dingley, Jr., is its Executive Secretary. J. Walter Harring and I. Samuel Sodowick are president and secretary, respectively, of the New Jersey Association.

Denver Home Builders Active In Membership Campaign

President F. E. McCambridge of the Denver Home Builders Association reports that an active campaign for new members is under way by his association. Assisting is Stanley E. Brandenburg, recently retained as Executive Secretary.

Edward G. Gavin Appointed Editor of American Builder to succeed Mason

EDWARD G. GAVIN has been appointed editor of *American Builder* to succeed Joseph B. Mason, who last month resigned to become building editor of Good Housekeeping magazine, Samuel O. Dunn, publisher of *American Builder*, recently announced.

The change became effective in mid-March so that the April issue will be the last brought out under the direction of Mason, who has been continuously connected with the editorial staff of *American Builder* and earlier with *Building Age* for the past 17 years. Mason will make his headquarters in New York.

The new editor of *American Builder*, a native of Chicago, brings to the *American Builder* editorial staff a sound background of accomplishment in engineering, building and magazine experience.

Following service in World War I, he obtained a degree in Engineering at Purdue University and from that time on has been prominently identified with construction. After several years of practical experience he turned to journalism, executing assignments on the staffs of *General Building Contractor* and the *American Contractor*, of which he be-



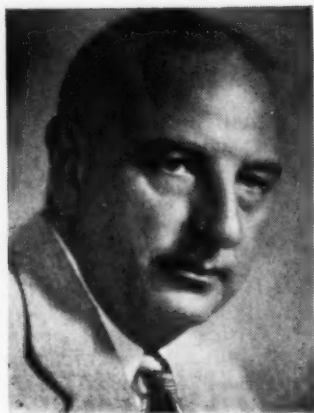
Edward G. Gavin



Joseph B. Mason

came editor. Recent years he has been editor of *American Lumberman*, where he has done one of the outstanding jobs of the trade paper field.

As editor, "Ed" Gavin will continue the editorial policies which have, during the past 67 years, made *American Builder* the leading publication in the home building field.



JOHN CUMMINGS LINDOP, Regional Vice President of N.A.H.B., is a Chicago builder. Chairman of the real estate firm bearing his name, he is a graduate of Oak Park High School and Morgan Military Academy. His studies at Beloit College were interrupted for service with English troops in the first World War in 1916.

He is President of the Chicago Metropolitan Home Builders Association, and active in the Chicago Building Congress, Chicago Real Estate Board, Home Builders and Land Developers, and a Director of N.A.H.B.

Lindop was one of the organizers of General Homes, Inc. in 1932, but he resigned his chairmanship in 1939 to devote more time to his own business.

Ruml Warns Construction Industry Can Not Be Employment "Cure-all"

The construction industry should be counted upon only to stabilize itself and not as a "cure-all" to balance the whole national economy post-war, according to Beardsley Ruml, Chairman of the Federal Reserve Bank of New York, treasurer of R. H. Macy and well-known tax authority.

In an article in "Tomorrow's Town," publication of the National Committee on Housing, Ruml points out further that public spending for its own sake is to be avoided, but that the government must pledge itself to act when business cannot sustain employment and effective demand. The proposed public works program, he believes, should be relied upon to stabilize the industry only, and not the entire economy, lest a level of employment be created which could not be maintained.

To attain a long-term level of employment, Ruml points out that certain restrictive practices must be eliminated. Full text of Ruml's comments are reprinted from Tomorrow's Town on page 122 of this issue.

W.P.B. Reports on Supply, Prospects for Construction Materials

A recently issued summary of the situation on construction materials, prepared by W.P.B., underlines the overall shortage in these items, even for authorized essential production. Details, as furnished by W.P.B.:

LUMBER—Extremely tight with supply-requirements situation showing no improvement. Situation expected to be worse.

PLYWOOD—Particularly softwood, in very short supply. Entire production of soft under controls, little available for general construction. Hard less critical, but in greater use due to shortage in soft.

STEEL—Generally tight.

MASONRY PRODUCTS—Brick, concrete blocks, clay tile in good supply but occasional local shortages. Suggest use of these for projects that must go ahead now.

BUILDING BOARDS—Various kinds available, some types short. Check local supply before specifying use.

ROOFING MATERIALS—No problem now except in case of wood shingles, which are short.

CEMENT AND CONCRETE PRODUCTS—In ample supply.

CEMENT - ASBESTOS ITEMS—Can be had with moderate delay except for corrugated sheets.

PLUMBING, HEATING, ELECTRICAL GOODS—All in short supply, extremely difficult to obtain.

DOMESTIC HEATING AND COOKING EQUIPMENT (non-electric)—Generally obtainable only on ration certificates issued by local ration boards.

SCREENING—One of tightest items; limited to most essential users having very high priority ratings.

Second Quarter Bathtub Production Faces Cut

Manpower clearance must be obtained before production of cast iron bathtubs for the second quarter of 1945 can be programmed, W.P.B. has informed that industry's advisory committee.

Production of 50,000 units per quarter for each of the last three quarters has been authorized, but manpower shortages indicate the likelihood of a decline for the current period. Only 7500 tubs were authorized for inclusion in the 30,000 "prefab" units built for England.

Insurance Companies, Banks, Entering Housing Field

An indication of the interest insurance companies are evidencing in the housing field is found in Metropolitan Life's recent announcement that post-war it will own or manage homes occupied by more than 100,000 persons—a total population equal to that of Utica or Atlantic City.

In the New York City area alone, Metropolitan's post-war-planned Stuyvesant Town, River-ton and Peter Cooper Village projects (total 11,600 apartments) will boost that firm's holding to 26,000 units. Stuyvesant Town, remaking the map of the city, will cover an area of 18 city blocks.

The Savings Banks Trust Company, whose members comprise 131 New York State Savings Banks, is looking toward ownership of moderate rental housing as an investment for the funds of such institutions, and is hopeful of legislation to make such investment possible.

Mengel "Boxes" Used To Shelter Soldiers, Bombed-out Civilians

Mengel Company, subsidiary of U.S. Plywood, whose peacetime products include plywood, cabinets, doors, have had word from the fighting fronts that some of their "boxes"—built to ship tractors and planes—have been used for shelter by our fighting men and bombed-out civilians.

The company has turned out more than five million boxes for war use, some of them tiny as cigar boxes and others weighing as much as four tons. These latter have been used to export bull-dozers, jeeps, truck bodies, fighter planes, and other heavy equipment needing protection in transit.

H.O.L.C. Holdings Now Less Than 2000 Houses

The Home Owner's Loan Corporation has reported to Congress that today it retains less than 2000 of the 197,680 homes it was forced to acquire. Its \$3½ billion investment in loans and properties has been cut by 64% to a new low of \$1¼ billion.

In 1944, 113,000 accounts were paid off, more than one half again more than in any other twelve-month period. H.O.L.C. points out that many of these "pay-offs" were really refinancings through private institutions.

Survey Forecasts Huge Hotel Repair And Maintenance Job

Figures issued by American Hotel Association show that its 3,036 members plan to spend \$300 million immediately post-war for needed repair and maintenance work, in addition to large outlay allocated for immediate equipment and furnishings.

Items of interest to builders include the following: Heating and air conditioning, plumbing, painting and decorating, and electrical remodeling. Jobs will vary with size of hotels, but average outlay planned is expected to be \$96,105 per hotel.

W.P.B. Clarifies Ruling On Buildings Destroyed By Fire

In a ruling just handed down, W.P.B. granted permission to C. W. Flodin, publisher of the 56 year old Rio Vista, Cal., "River News" to construct a new \$14,000 building to replace the paper's old quarters, gutted by fire.

The facts were these: a previous application by Mr. Flodin had been denied, but permission to rebuild given to Rose Marks and Annie Serpa, Mr. Flodin's landlords in the destroyed quarters. Investigation revealed that these owners did not propose to rent the rehabilitated premises to Mr. Flodin but to rebuild for a new business venture. Final decision revoked permission granted to the owners and gave priorities to Mr. Flodin to construct his own building for the essential purpose of carrying on the newspaper.

New Home Features Recommended By National Safety Council

Included in recommendations recently issued by the National Safety Council for new homes and remodeling of existing structures are the following:

Not more than three risers on outside steps without handrail.

One duplex electric outlet for each wall of kitchen, living and dining rooms.

Windows so constructed that they may be cleaned from within the house.

Location of sink between refrigerator and stove.

Strong handrail and low risers on stairways, with ample headroom. Plentiful light, with switches at head and foot of stairs.

Small lights near door of bedroom and at bed.

Handrail on bathtub and slip-proof mats on tub and floor.

National Association Stabilizes Construction

Setting annually, than ever Planning a plan to construct is set forth booklet struction the Asso sentatives ness, labor fessions.

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National Planning Association Offers Plan to Stabilize Post-war Construction

Setting a goal of \$15 billion annually, four billion higher than ever attained, the National Planning Association has offered a plan to stabilize the post-war construction industry. The plan is set forth in the Association's booklet "Stabilizing the Construction Industry." Members of the Association include representatives of government, business, labor, science, and the professions.

Recommendations include a "timed public works program" to be turned on to stimulate private construction, and turned off when private activity nears the \$15-billion mark. Other proposals offered are a government information bureau to keep industry posted on building needs, and a Public Works Control Authority, whose job it would be to plan and acquire sites for public works, and determine the proper time for their construction.

Want Planning Now

Full advance planning and design, including purchase of sites, even before the war ends, is strongly advocated.

The report, which was prepared for the Association by Miles L. Colean, nationally noted construction authority, suggests tax relief for home owners and real estate corporations as a powerful stimulant to investment. It advocates further the right to deduct depreciation on home dwellings from personal income taxes.

In support of the "timed program," Mr. Colean stated that if such had been in operation during the depression "the total drop in peak activity would have been 30 per cent, instead of 70 per cent, with no additional outlay by the government."

Blandford Says Housing Needs Unity Among Builders, Bankers, Manufacturers, Government

In a recent speech before the Builders Association of Metropolitan Detroit, John B. Blandford, Jr., N.H.A. Administrator, declared that the outstanding characteristic of the post-war housing challenge is the community of interest among the people who will build the post-war houses. Pointing to his Agency's survey showing the need for 1¼ million non-farm houses a year for the first 10 post-war years, Blandford explained that this would involve

construction at double the rate of the 3 immediate pre-war years, and one-third greater than the largest single building year in America's history.

The upper half of the need, he declared, can be met with present financing methods and the demonstrated productive capacity of the building industry; the lower one-fifth, under the U. S. Housing Act in accordance with Congress and community determination.

New Big Frontier

The new big frontier in post-war housing will be the middle ground, he said, where rents or equivalent sales prices run between \$20 and \$40 a month. He suggested this market might run to 4 million new houses during the first peacetime decade. He reminded his audience that it is the savings of the people, channeled through banks, insurance companies, and loan associations, that make home financing possible, and declared there was a mutuality of interest between labor in the housing industry and the workers who make up a large proportion of the consuming public.

F.H.A. Backed 390,000 Repair, Maintenance Loans in 1944

Title I loans, for war-emergency repair and maintenance jobs totalled \$125 million in 1944 and served 389,592 families, according to F.H.A. Commissioner Ferguson. Less than half the volume for 1940 or 1941, the loans were limited to provision of additional quarters for war workers, repairs necessary for health or safety, and fuel conservation purposes, such as insulation, weather stripping, storm doors and windows.

The agency looks for a tripled volume in the first 12 months post-war, and feels that property repairs and improvements will create many jobs during the transition period.

Lumber For Millwork For Essential Uses Only

The Millwork Industry Advisory Committee has recommended to W.P.B. that for the second quarter of 1945, all lumber released for millwork manufacture be limited to the manufacture of window sash and door frames, window and door screens, trim, mouldings, and "such other items of millwork as are for authorized construction projects carrying ratings of AA-3 or higher."

The critical lumber situation led W.P.B. to curtail the use of millwork for non-essential purposes.

Cortright's Column

By Frank W. Cortright

Executive Vice-President, National Association of Home Builders of the United States



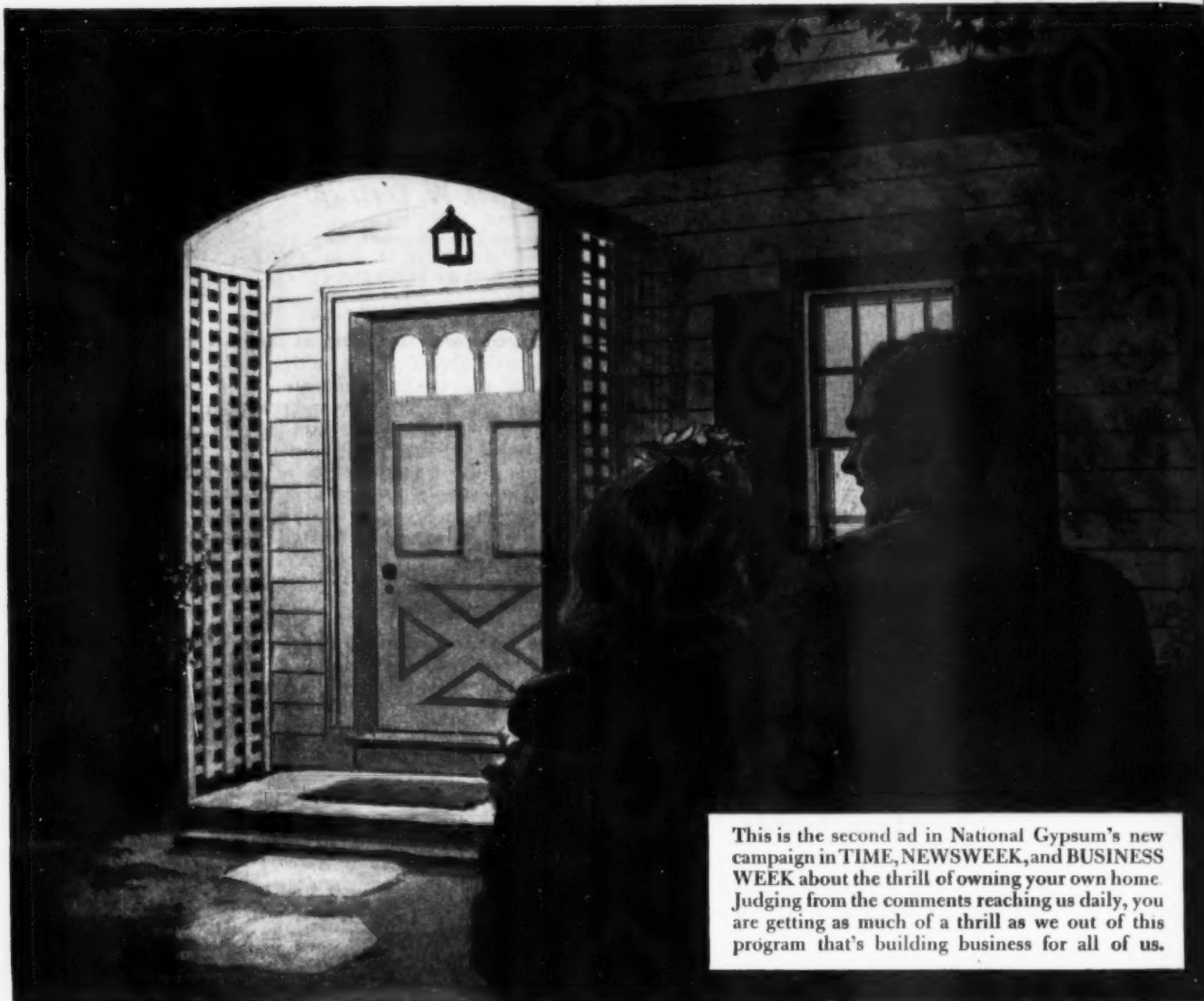
Private war housing is stalled while public housing speeds ahead. Reports from home builders in every part of the country indicate an increasing bitterness against this kind of governmental action. In the fourth year of an immense war housing job builders are growing constantly more restive and dissatisfied with certain inadequacies of the agencies of government which direct and control their business activity. During the early war years when the program was first initiated it was quite natural that confusion should exist. It is now their conviction that with the benefit of these years of experience, such fumbling of their program is inexcusable. To be specific—

No commitments have been made by F.H.A. for more than six weeks because of the exhaustion of Title VI funds. The urgently required private war housing program has been stopped and cannot start again until the full route of congressional procedure has been travelled. In the meantime war workers await accommodations, builders maintain idle organizations at high cost or disband them with small hope of quickly reassembling them when the green light is given. Although part of the blame for failure to take action to increase the Title VI authorization in November or December must be placed upon the F.H.A., this is not the entire story. In the final analysis, the National Housing Administrator is responsible to the Congress, to the war effort, and to the industry for the housing program. It is felt by many that if the F.H.A. was reluctant to take the necessary action, the N.H.A. should have insisted upon such action. In any event the harm has been done and—

As matters now stand the house banking and currency committee is engrossed with various other serious problems. The Commodity Credit Bill is presently before the House, the Bretton Woods proposal is the subject of their daily hearings, and extension of the price control act lies immediately ahead. The Title VI authorization was stuck for four full weeks in the Bureau of the Budget until approval was finally given. Now our appeal is being made to Chairman Brent Spence of the Banking Committee to clear the request for the authorization. We have had assurances that a special afternoon session will be held in the very near future. As the bill has been supported by all groups including labor, it should be reported out favorably in full amount. Administrator Blandford is presently urging Chairman Radcliffe of the Senate Banking and Currency Sub-Committee to act on the bill without public hearings. If Senate action is taken first, the cumbersome procedure of securing a rule on the House side should be eliminated and it can go directly to the floor after the House Committee approves. In the meantime—

Nearly \$150 million of government housing for this country and England will soon be taking materials and labor. Administrator Blandford presented his request for \$90,000,000 for temporary public housing a month ago and its prompt passage was assured by the powerful army and navy support given. We can find no good reason for the public program having been introduced first, and being the only housing program given the full support of Under

(Continued to page 132)



This is the second ad in National Gypsum's new campaign in *TIME*, *NEWSWEEK*, and *BUSINESS WEEK* about the thrill of owning your own home. Judging from the comments reaching us daily, you are getting as much of a thrill as we out of this program that's building business for all of us.

"IT'S LIKE GETTING MARRIED!"

THERE'S really no thrill quite like getting married. But once you *are* married, there's no thrill quite like having a home that suits your family right down to the ground. It's something to look forward to. That's the home the building industry is planning for you—designed and built for the modern family and a life of increased leisure and comfort.

Whether you build, buy or remodel, one thing is sure, your home will be better, more comfortable, more livable if Gold Bond Building Products are used.

New high efficiency Gold Bond Rock Wool Insulation will enable you to "make your own weather" the year 'round with savings up to 1/3 in heating bills. Whatever the exterior finish, fireproof Gold Bond Gypsum Sheathing underneath will help to make your home fire-safe. The Gold Bond Floating Wall System helps to keep plaster interiors permanently beautiful and repair-free. These are just a few of the 152 Gold Bond Building Products for

better post-war construction. Every one of them is researched, manufactured and guaranteed under the well known name... Gold Bond.

Just one word of advice. When you get to the planning stage, go to the building experts in your community... the architect, the contractor, the Gold Bond Dealer. They can show you the best way to plan, the best materials to use. And when they suggest Gold Bond, you'll know you are getting the best! National Gypsum Co., Buffalo 2, N. Y.

BUILD BETTER WITH GOLD BOND

Wallboard ... Lath ... Plaster ... Lime ... Metal Products
Wall Paint ... Insulation ... Sound Control

AMERICAN BUILDER Editorial

17 Years of Progress

IT was seventeen years ago that I wrote my first articles for a building magazine, and in that time I have seen a boom, a depression, a revival and a war—but never a stop in the steady progress of this industry towards the building of better, more livable homes.

In this last editorial I shall write as editor of *American Builder*, it is fitting that I should review these 17 years of progress and again restate my belief that this forward march will continue in its sound and sensible way regardless of the present barrage of comment and criticism.

How shall we measure the progressiveness of the building industry? By reference to a mythical and wholly theoretical standard which has never been achieved in this or any other land?

Or by saying that private building has failed because it cannot produce houses that the very lowest income families can afford? There were 13.6 million families in this country whose wage incomes in 1939 were less than \$1000 a year. Is the private building industry "unprogressive" and "inefficient" because it cannot produce an attractive livable house at a price people of such income can afford to pay? Or go a step lower. There were nine million families earning less than \$500 cash income a year. Obviously there is a point beyond which soundly built and equipped new homes on individual plots of ground can not be built by private enterprise for low income people. At present the industry is being damned for failing to produce houses at prices in conformity with *theoretical averages* of national income. Such an approach and such an attack is wholly without justness or common sense.

How to measure progress

By any recognized or sensible standard, the business of building small homes is reasonably efficient, is producing good value for the money, and has made enormous strides in the past two decades.

The houses built pre-war and which will be built immediately post-war are full of the latest types of heating, plumbing, and electrical equipment that science has produced. They are on larger plots than in the past, are well insulated, laid out for sun, light, and air, are better designed and decidedly better built than ever before.

In the course of the past 17 years I have been able to travel in England, France, Italy and other European countries, and in none of these do the homes built compare even remotely with the quality and equipment provided here.

Not only that but the *productivity* of building labor and of production methods of the American industry is much greater than in other countries.

A recent commission of building experts sent to this country from England prepared such a glowing report on the efficiency and high productivity of American builders as contrasted with the English that they were unable to publish the report. The building worker in England who has for many years been paid from 30 to 50 cents an hour for a 48 hour week as compared with \$1 to \$2 in this country produces less per dollar than our men. The British contractor takes 25 per cent longer to build a small house which costs 20 per cent more for a comparable product.

Has made enormous strides

The American builder of today uses an amazing amount of power equipment, time and labor saving devices and methods and factory fabricated products of the highest quality. He is backed by hundreds of laboratories and research departments in universities and in great manufacturing companies. He is supplied by a huge and highly complex distribution system which calls for the storing of millions of dollars of supplies in yards and warehouses in the 3,000 counties and more than 16,000 communities that make up this great land of ours. This "stand-by" plant of the building industry includes in addition hundreds of thousands of architects, realtors, subcontractors, wholesalers and retailers who must provide service in the lean years as well as the good, must take care of millions of old homes and industrial structures in widely scattered locations as well as the new.

Considering its highly disbursed nature, with buildings being erected on hundreds of thousands of scattered sites to suit the individual requirements of highly individual Americans, the present building industry operates with unquestionable efficiency. This is not to say that even greater progress does not lie ahead.

What I resent is the inference that the government must "take over" this industry because it has failed to meet some standard which is obviously theoretical and probably impossible to attain.

The problems of the building industry are not primarily those of distribution or production. They are almost entirely *economical, political, and social*, stemming from high taxes, low family incomes, and restrictive political and labor codes that are definitely not the fault of America's builders.—
JOSEPH B. MASON.

We Telescoped a Century of Home Progress into 25 Years

By George W. Miller

President, Miller Homes, Inc.
Detroit, Mich.

ALWAYS the best way to illustrate change in a given condition is by contrast with another condition. Therefore, let us look at the average American home in the year of 1920, and then examine the American home as we find it in 1945. This is considering, of course, the home built either just pre-war, or the home that will be presented to the public just post-war, and does not attempt to take into consideration all of the technological progress that will most assuredly be made in the immediate post-war years.

Describes 1920 House

The practical building man knows that at the time World War II began, the heating industry, for example, was on the verge of great advancements and, due to war experience, these advancements will be still greater. This same holds true of insulation products, electrical products and, in fact, almost every small and large item that makes up the home.

In this discussion I will not attempt to follow the ups and downs of the dollar value, but rather will take an average standard 5 or 6-room home of the middle class. The average site in 1920 in Detroit was either 30 or 35 ft. in width and from 100 ft. to 120 ft. in depth. This home had either an alley drive for the garage, a mutual side drive with the adjoining property owner, or a very narrow drive installed at the side of the house. This house had a porch made of wood. The framing in this house was not up to present standards, as an example, at least 50% of the 2-story houses in the Detroit area at that time later settled into the basement stairwell due to poor framing methods.

The house had either pine or poor grade of oak floor. The floor of the bathroom was tile. This house rested on a wooden beam; the windows were poorly made; the glass was wavy; the heating plant was a cheap gravity system with not more than one outlet per room, and in many cases one run took

care of two rooms. The bathroom had a tub on legs; a small bracket lavatory; and a very ordinary toilet with a mahogany seat. There was no shower.

Bad Planning of Past

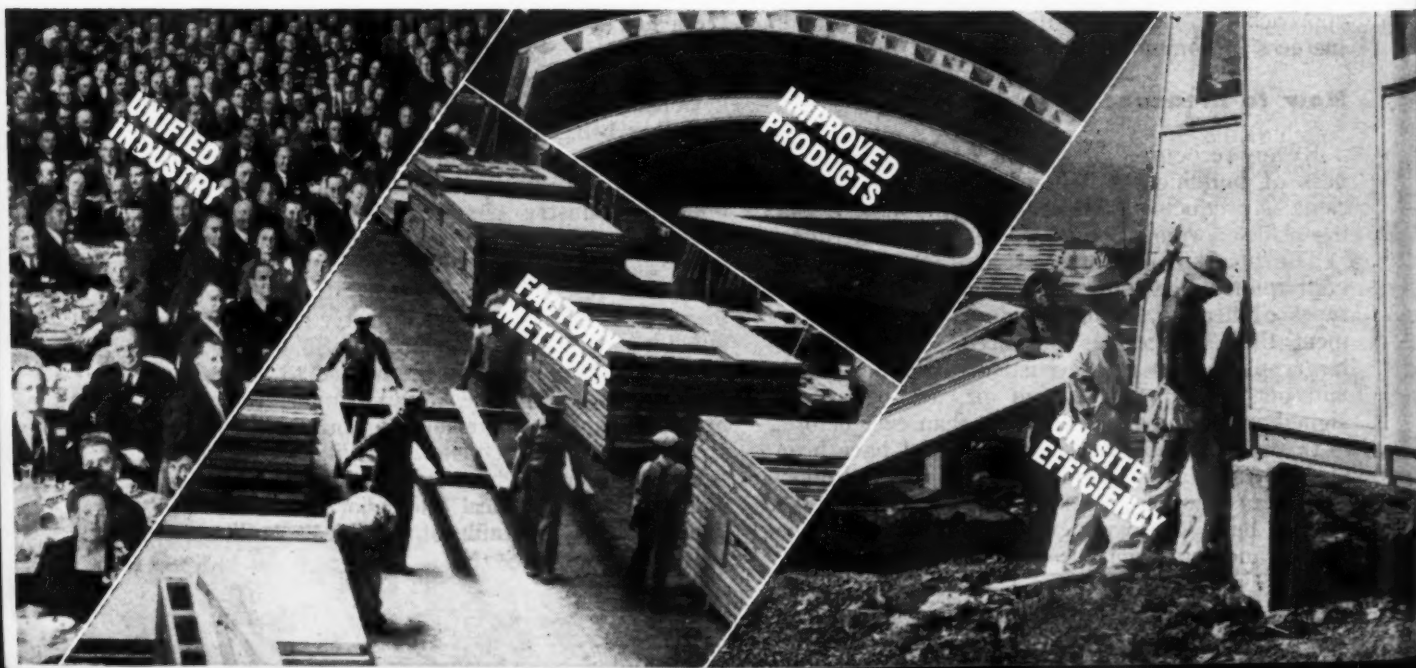
The electrical lighting consisted of center lights, some on switch and some on pull chain. The number of service outlets was kept at a minimum. The electric fixtures were cheap and poorly styled. The plaster job was over wood lath, which caused a great deal of shrinkage and cracking, and also let the air through, causing dirt streaks and loss of heat. It was very possible that the sewer was high and the house stuck up out of the ground.

If the house was a one-floor bungalow, it probably had no stairway upstairs. The front was poorly designed; probably had a porch across the front that always made the living room dark and dreary. There was little of either good planning or artistic designing.

If it was poorly planned, it was also with pleasure kitchen equipment or break boards poorly of linoleum three y hardware plated ty of d did no side w weather caulking doors, shades

Finer

As a thing more comfort this of truthf house





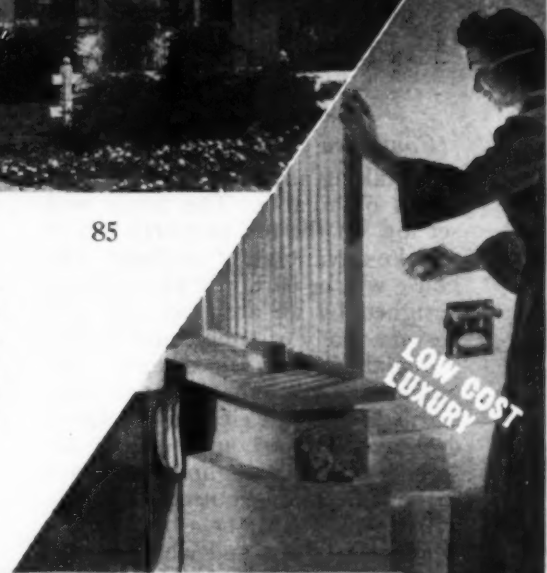
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If it was a two-story house, it was probably a square frame house, also with a porch that destroyed the pleasure of inside living. The kitchen in this house was not equipped with snack bar facilities or breakfast bay. The kitchen cupboards were crudely installed and poorly planned. A standard grade of linoleum that would scarcely last three years was on the floor. The hardware was just the regular plated type with no particular beauty of design or quality. This house did not contain insulation, either side walls or ceilings. There was no weatherstripping; there was no caulking around the windows, doors, eaves, etc. The window shades were not washable.

Finer Features in Today's Homes

As a matter of fact, it was neither a thing of beauty nor one that gave more than the bare necessities of comfort and convenience. I think this description will give you a truthful picture of the average house of 1920.

Now let us look at the same type of house built for the same type of people in 1945. This house will be universally on a 50 ft. or larger site. It will be designed with plenty of light and ventilation, picture win-
(Continued to next page)



PROGRESS HIGHLIGHTS OF THE MODERN HOME

WIDE WINDOWS capture finest views. Glass is clear. When double-glazed, it insulates and sound-proofs.

LASTING DESIGN in styles that live throughout the years—not easily outmoded. Beauty now known to have tangible value.

HEALTHFUL INDOOR CLIMATE with correctly installed central heating—even, uniform distribution of heat through automatic controls.

ADVANCED LIGHTING—New type fluorescent fixtures bring "better light for better sight." Medicine cabinet lights remove all shadows.

PLUMBING ADVANCES—Built-in bathtubs with wide, safe and comfortable seats. Mixing valve in lavatory mixes hot and cold water. Silent-flush toilet in a separate compartment.

SUPERIOR CONSTRUCTION—Scientific building with power equipment prevents settlement. Plastering on foil rock lath eliminates cracking, vapor seals, insulates.

DRAFT-FREE through caulking of all openings to outside, eliminates discomforts, adds efficiency to central heating.



"The American home is by far the most modern residential institution in the world today. The progress of the past 25 years has resulted in a rapid evolution, not only in the construction methods employed, but in the purpose of the home as well. Instead of bare necessities of 25 years ago, the present day home is infinitely varied in its many superior qualities."

(Continued from preceding page)

dows taking advantage of the finest vistas obtainable. The house will set low on the lot, properly placed to take advantage of sunlight. The house will be carefully planned and designed by an architect and will be very likely of simple and lasting Colonial or English design. The builders over the years have learned well the lesson of freak design and this house will be designed to last throughout the years without becoming outmoded. This will very probably be a brick home trimmed in stone and white siding, for the home builder has found that beauty has tangible value.

Automatic Features

The basement in this home will have a high ceiling and will be arranged for recreational purposes, laundry, fruit storage, etc. This home will be heated by gas, oil or coal automatically controlled. Probably no other factor will give its occupants more real value in pleasurable living. The electrical equipment in this house will be something beautiful as well as practical. Convenient outlets will be everywhere. New type fluorescent lighting will be installed. The lights at the medicine cabinet in the bathroom will be so arranged as to remove shadows.

Superior Construction

The plumbing in this house will be something to be proud of—completely built-in bathtubs with wide comfortable seats equipped with a shower and curtain combination, and a lavatory with mixing valve to combine the hot and cold water. It will have a silent-flush toilet, probably installed in a separate compartment.

This home will give more in real planning—with plenty of closet space, better hardware, beautiful plastic door knobs and cupboard door knobs. The flooring in this house will be streamlined oak factory-finished so as to require little attention on the part of the housewife. The rough construction of the house will be scientifically done

with use of power equipment so that there will be little or no opportunity for settlement. The plastering will be on rock lath which will not only go further to eliminate cracking, but will also assist in insulating the home.

This home will be fully insulated, side walls and ceilings. The windows and doors will be weather-stripped throughout. The glass in this house will be clear. With very



George W. Miller

President Miller Homes, Inc., Detroit, Mich., who prepared this article on home building for this building progress issue of American Builder.

little extra expense it can be double insulated glass so as to make the house warmer and more sound-proof. The bathroom will be fully tiled. The vestibule will be tiled. It is very likely the kitchen walls will be of bakelite, or some such material that is impervious to moisture and easy to clean. The house will be caulked in all its exterior so as to prevent air leakage. The window shades will be washable, the linoleum will be of a much better grade than formerly, and much more beautiful. The sheet metal in this house will be treated to prevent rusting which adds years in value.

More Livable and Beautiful

From this brief description you will readily see this house will be in every way vastly superior—more livable, more beautiful, more durable—and furthermore, the home stands today on the threshold of the greatest advancement that home building has ever seen in the history of the world, and this has come from natural evolution, based on free competition, in the home building business.

If Governmental restrictions are removed promptly, and the private home-building enterprise is permitted to proceed in doing the job that they know best how to do, with free competition and opportunity, both on the part of the builder and the home purchaser, we will see in the next few years homes produced that today are only in the minds and hearts of the builders and their future owners.

Advances in methods of construction during this 25-year period have been equally great. Today a modern steam shovel digs from four to six basements a day, including the sewers, and does a much better job than horses did. If poured basements are used, the ready mixed concrete of proper scientific mix comes directly from the factory to the job. If blocks are used, these are made on the most modern type of equipment and brought to the site by modern truck transportation. Lumber is largely cut to size and dimension, is delivered so that the carpenter can readily fabricate it with modern electrical power equipment. Doors and windows come ready to place.

Prefabrication Can't Approach

In my opinion, there is no possibility of a prefabricating system with the necessary profits and transportation limitations involved ever being established to seriously compete with well-organized, well-equipped site fabrication. Claims made along this line are not based on reason or practical knowledge of building operations. Furthermore, the actual cost of site fabrication of the framework of a home will not exceed 6 per cent of the total cost. This fact in itself gives the answer to the outlandish and impossible claims for savings through prefabrication.

There is room, of course, for improvement and there always will be. Plumbing, for example, has been held back by labor organizations not because of the home builder. Almost every item going into the home with the exception of the

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rough lumber is now prefabricated off site and then assembled on site. In brief a modern home is largely a matter of assembling on site parts of the home prefabricated in factories off site.

To summarize, the American home is by far the most modern residential institution in the world today. The progress of the past 25 years has resulted in a rapid evolution, not only in the construction methods employed, but in the purpose of the home as well. Instead of bare necessities of 25 years ago, the present day home is infinitely varied. It has accepted and adapted every known architectural style. New improvements and greater convenience is found in every part of it. It is an expression of generous living that has kept pace with rising standards resulting from our free enterprise system. If permitted to go forward without Government restrictions or interference, I predict the next 10 years will witness the greatest advancement of all time in better home building.

Writes to Blandford

Miller sent the following letter to John B. Blandford, administrator of the National Housing Agency, after writing the foregoing review of building progress:

"Dear Mr. Blandford:

"I have just completed a careful reading of 'National Housing Bulletin No. 2—Housing Costs.' I am indeed amazed that you would allow such a presentation to be made of the home-building business. I will not attempt to discuss the entire booklet for it would take days to cover the ground.

"This booklet in its essence discounts the possible benefits of savings in interest rates, taxes and amortization rate, and concludes that savings should be made in building costs, and you have predicated your conclusions on a 20% saving on a \$5,000 cost.

"I am enclosing a detailed breakdown of costs on two 'guinea pig' houses which have been carefully recorded since June, 1940, which is the inception of the present cost rise. I have investigated every cost and reason for increase, and have the data in my file. Practically all of the cost increase is labor.

"Four years ago you could hire a good carpenter in Detroit who would do a good day's work at 80c per hour. Today the going rate for a poor carpenter is \$1.50 per hour, and the town is now labor-controlled so there will be no recession in this cost. The same is true of painters,

(Continued to page 142)

LET'S DEAL WITH FACTS NOT MYTHS OF HOUSING

Says Herbert U. Nelson

Executive Vice-President

National Association of Real Estate Boards

HUNDREDS of thousands of words are being written into the record of the Taft housing subcommittee in Washington. Everybody is expediting all over the lot. Much of the speech-making is about the alleged defects of our construction system. They illustrate the fact that our business world is full of myths which nobody takes the trouble to prove or disprove. Somebody makes a categorical statement, somebody else quotes it, and pretty soon it is accepted as proven fact. It is made the basis of economic reasoning and of legislation. It becomes a part of the current social theology.

Declare industry is backward

The greatest myth of all in our field is that the so-called construction industry has become backward. Architects talk about how bricks are laid as they were 2,000 years ago. Engineers compare a house assembly to an automobile assembly line and shake their heads. The intermittent character of house building is compared with industrial operations which are assumed to, but which, of course, do not yield constant full employment. Research experts try to tell us that there is no research in the building field. Economists pontificate about increased costs of construction as compared with family income. The poor old building industry is lambasted from every side and peculiarly enough finds no champion to speak for it.

Homes the envy of the world

One wonders about this. We have the mightiest builders that the world has ever known. They have spun mile-long bridges with god-like ease. They have reared buildings 1,000 feet into the sky. They have given us solidity, beauty, and convenience beyond the dreams of any other age. They have given us homes in which to live that are the envy of the world.

Has this been at high cost? Indeed not! The hours going into construction provide an excellent measuring stick. In terms of man hours, agriculture is three times as efficient as it was 100 years ago. Industry is two and a half times as efficient. But construction is four times as efficient. In other words, you can do the same job today in one-fourth of the man hours that would have been necessary 100 years ago, and with savings.

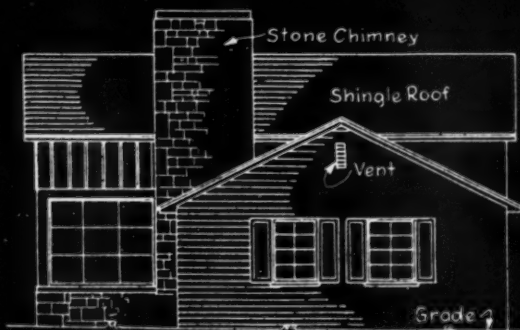
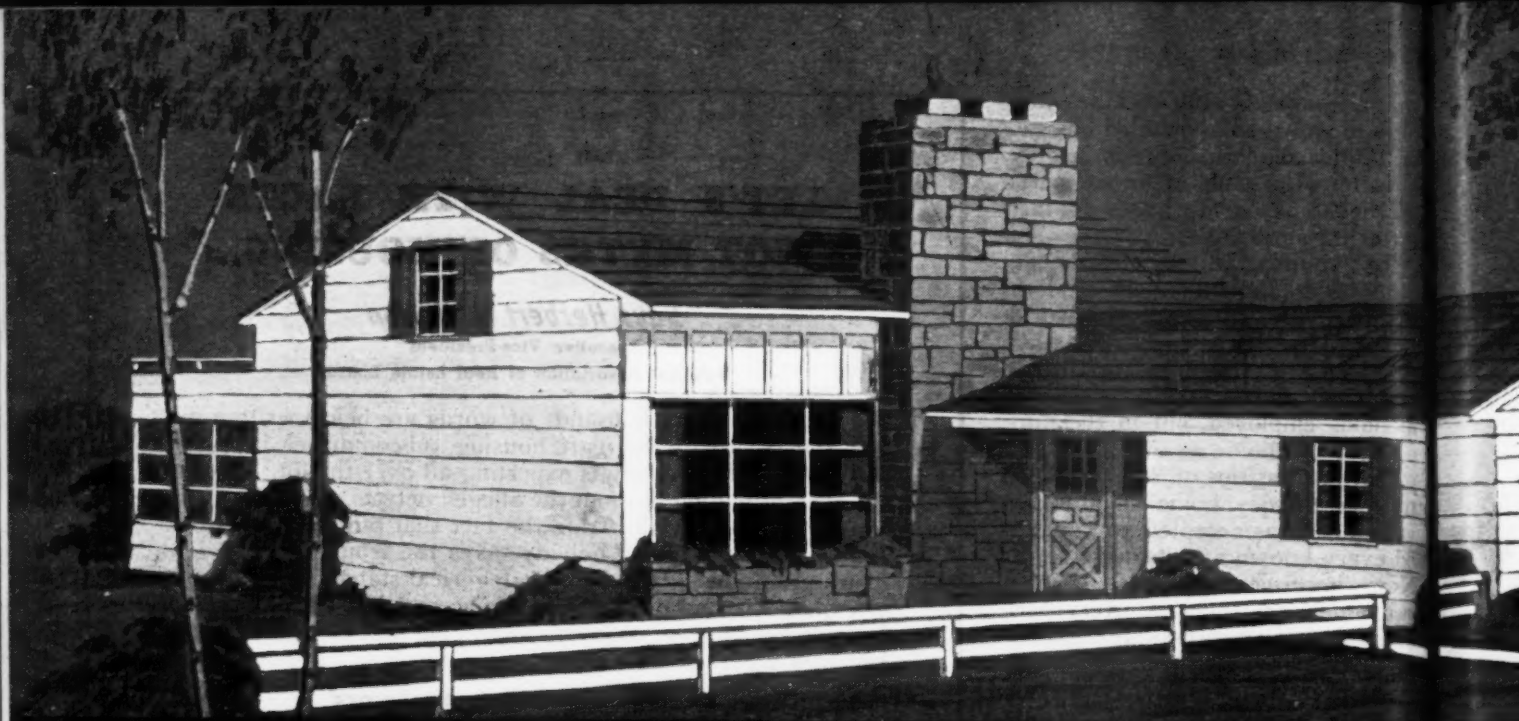
Progress not understood

The very subdivision of the building industry into many small, highly competitive units, which is so often criticized, is precisely what makes it efficient. An integrated industry is not necessarily efficient. It is simply monopolistic. Monopoly is like bureaucracy; it rests upon security. People who are secure are not ingenious. The very chaotic and highly competitive character of the construction industry has produced progress which is not yet understood.

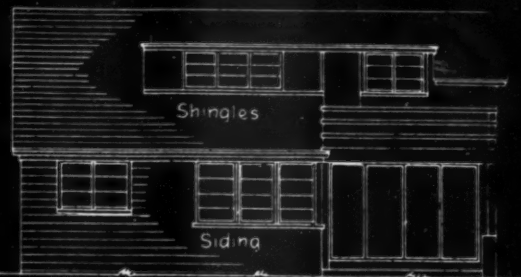
In England, where the building techniques are still 30 years behind our own, I looked at hundreds of small houses; obtained their cubic content. The building trades in England have for the past twenty years been paid about 50c an hour

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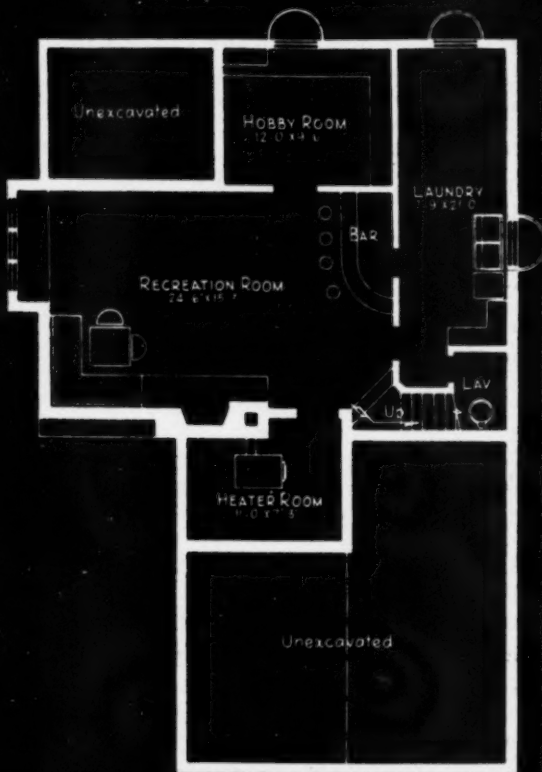
Builders' New Design Portfolio—See Page 115



WEST OR FRONT ELEVATION



EAST OR REAR ELEVATION



BASEMENT PLAN



FIRST FLOOR PLAN

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PREVIEW OF ADVANCED POST-WAR PLANNING

American Builder commissioned Architect Walter T. Anicka to design a typical, forward-looking home incorporating the latest practical ideas that show building progress. The result is the engineered planning on these three pages as No. 4 of Blueprint Series.

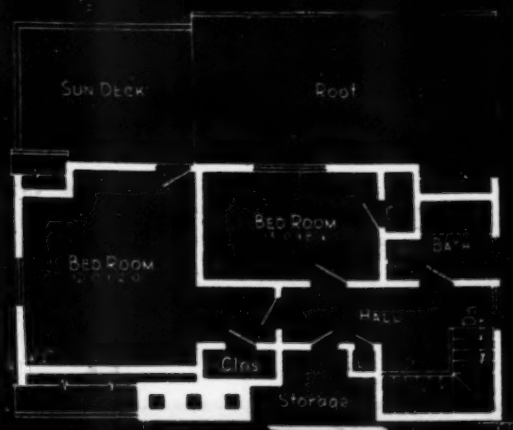
MODERN in appearance, traditional in appeal, adaptable to a wide range of requirements, sound in plan and up-to-date in livability—those are essential elements in progressive planning for the post-war home market. This design is packed with features that satisfy tomorrow's demands for improved living facilities; it can be built as soon as permissible, using equipment and materials already on the market.

Architect Anicka has used such items as Louvrex glass partitions to screen reception room from hall and

between toilet and tub in bath; ventilating fans in kitchen, recreation room and basement lavatory; indirect fluorescent lighting for front porch, living room and bath; space-saving, sliding and folding doors.

One of the high spots in post-war appeal is to be found in the kitchen and adjoining multi-purpose utility or "X"-room, as the designer terms it. In the engineered details on page 90 this space is planned as a laundry; the basement laundry in the floor plans would then be used for extra storage. However this first floor space could

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SECOND FLOOR PLAN

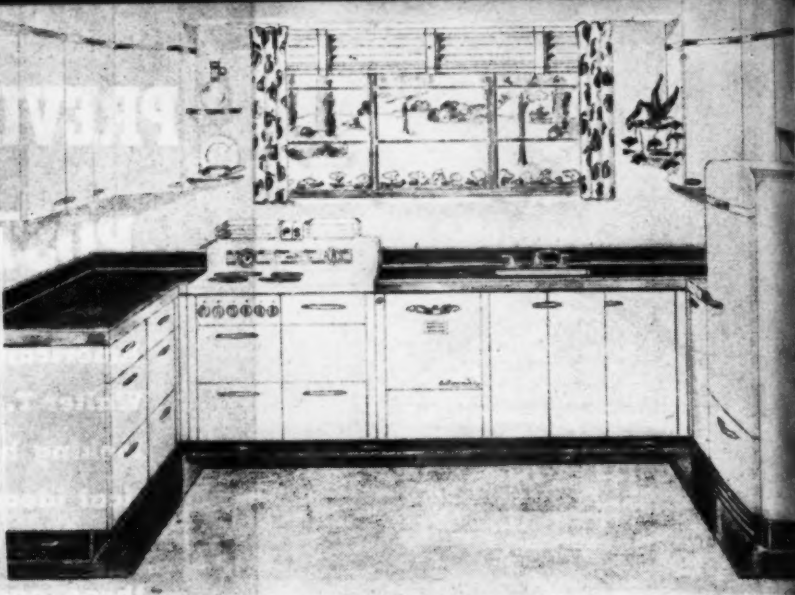
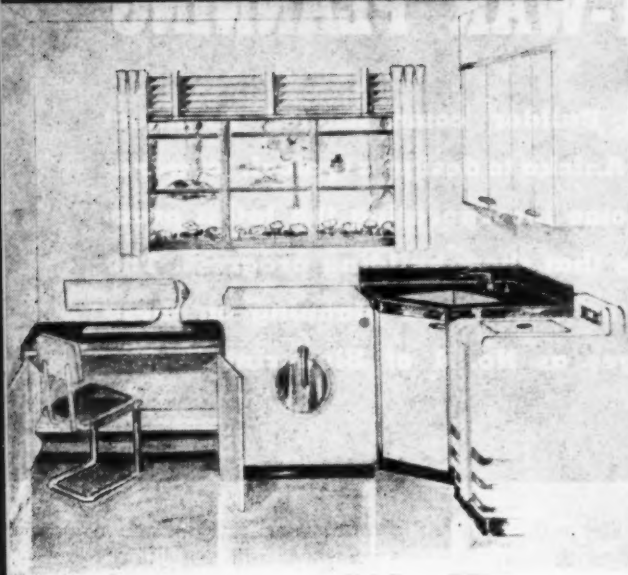


SOUTH OR SIDE ELEVATION



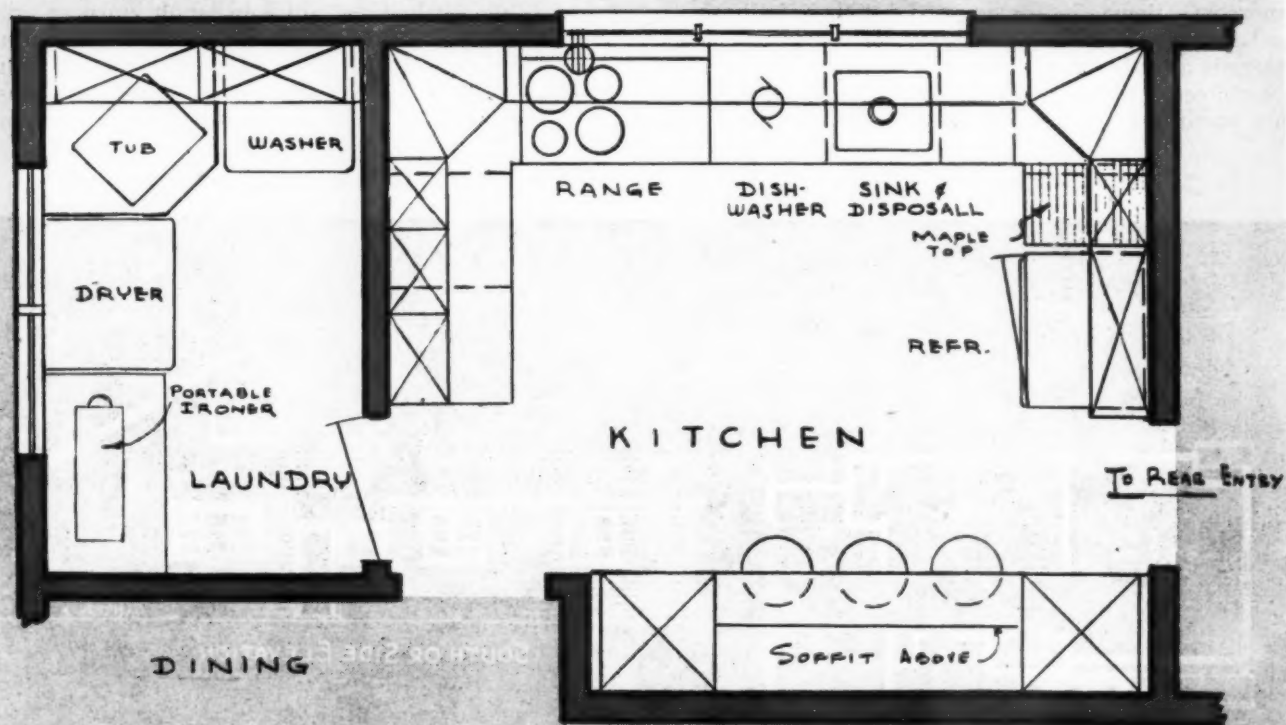
NORTH OR SIDE ELEVATION

KITCHEN ENGINEERING



LEFT: Utility or "X"-room planned here as complete first floor laundry; can also be used as breakfast room, sewing room, home planning center; or combined with kitchen using counter or folding door to separate. Equipment: washer, tub, dryer, ironer, cabinets.

ABOVE: Efficient U-type kitchen with wide window over sink and stove. Continuous plug-in strip for accessory items allows complete "all-in-one" operation in this advanced planning. Breakfast bar and storage closets are on wall opposite.



equally well be used for any one or combination of the following: Breakfast room, sewing room, playroom for small children or household planning room. Likewise the table space for breakfast bar might be utilized for additional counters and cabinets.

Being only 34 feet wide, this plan will easily fit a 50-foot lot. Important window areas overlook front and rear; living room has windowless wall on lot line side for privacy. Further flexibility is offered in the completeness of the 5-room arrangement and excellent circulation on the first floor; two extra bedrooms and

bath can be finished later and first floor bedrooms could be used as home office space by an owner in a profession.

Dining room is separated from living room by a movable case allowing rooms to be thrown together for special occasions and otherwise giving feeling of open plan. Terrace and sun deck take care of outdoor living in this *Front Cover Home*.

So within its modified Colonial lines, this design combines advanced planning features in demand for post-war homes. How does your planning compare with it?

Portfolio of Progress in Home Design

The following 22 pages of selected designs from the N.A.H.B. Competition indicate broad scope of today's progressive planning.



FIRST PRIZE Winner in U. S. Plywood's Contest for America's ideal post-war home.

Building Progress Starts with Better Planning

MOST building progress starts on the drafting board of the designer. This may be new product design, new method application, improved practice of site development, better functional planning, more attractiveness inside and out. So design has been the key to progress made toward better homes for better living.

Closer co-ordination of all interests has greatly speeded up the rate of progress in the last decade. On large operations design has been more completely centralized in one organization, with land planning, site methods and high value home designs all originating in the efficient firm controlling the complete job.

However, the medium-sized and smaller builders, who have always been and will again be the backbone of the home building industry, have shared equally in the progress toward better design. Financing interests, F.H.A., builder associations and manufacturers have made available the means to allow the smaller operators to compete with the mass builder. David D. Bohannon has recently said, "We now know that a competent builder utilizing power equipment and modern methods can compete as to cost. The builder of forty or fifty homes, under the personal direction and efficient supervision of the builder, without the overhead factors of the super-organization, will come out just as favorably in his final cost, as we can with our 1,000-home-plus projects." So the small builder will continue in business.

Co-operative Effort Has Speeded Progress

One of the new approaches to better planning for such builders has been pooling of interests into one larger operation. This has worked out quite satisfactorily on war jobs and those concerned have said they will continue such practice to meet competition in the post-war market. The benefits of better design have been made available to such groups through the hiring of higher caliber talent than would have been possible

for each member separately. This not only covered home design but also land planning and better planned construction methods.

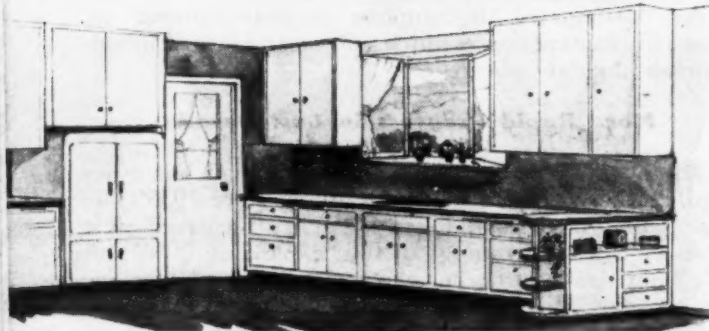
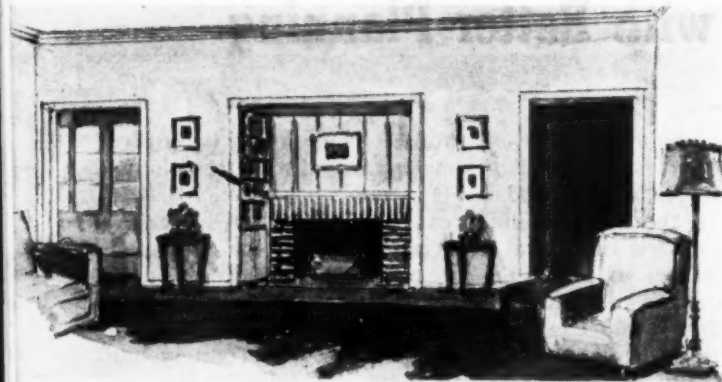
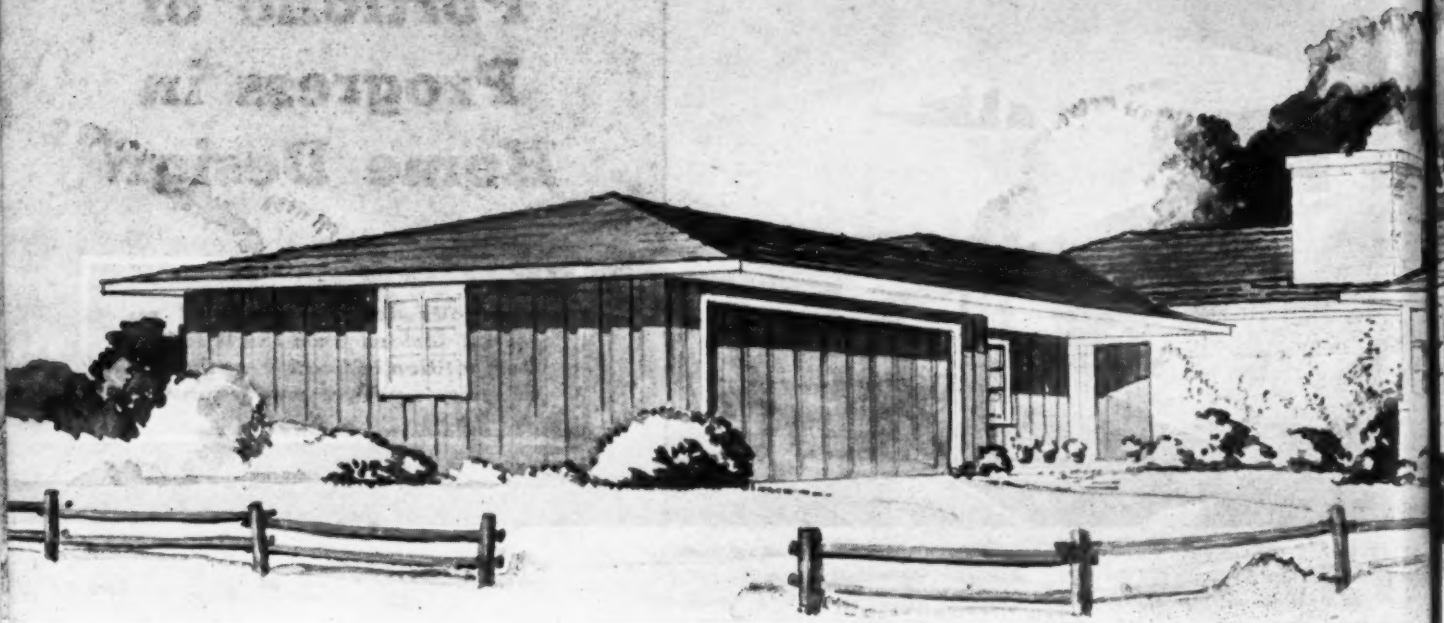
In those cities and areas where builders have been organized into local associations there are also many instances of better practice resulting from co-ordinated action. The advice and help of F.H.A. on general standards was more easily worked out through group action. The result was the excellent showing of privately built war housing. On many of these jobs builders that had never participated in complete project planning secured broad experience which will mean better communities in the days ahead.

More Rapid Progress in Last Decade

The accelerated improvement in practical home design has been particularly outstanding since 1935. The depression gave designers and builders plenty of time to study the shortcomings of the "expanding 20's" and work out new approaches that offered more house for the money. This more livable house brought buyers back into the market. From that time till the start of the war, improvement continued. As evidence of this the home designs on the following pages are presented. These are another example of the benefits of co-operation—they were submitted in the recent home competition of the N.A.H.B.

Specifically, some of the highlights of design progress to be found in them are more open plans for small homes; more service equipment throughout, particularly in the kitchens and laundry, and better arrangement of it; continuation of trend toward more built-ins; improved lighting both natural and artificial; segregated centers of activity. More fabricated parts and materials, simplified, streamlined detail inside and out, plainer surfaces with long lasting finishes for lower maintenance are readily adaptable to these homes.

Modern or Traditional—It's Good Both Ways

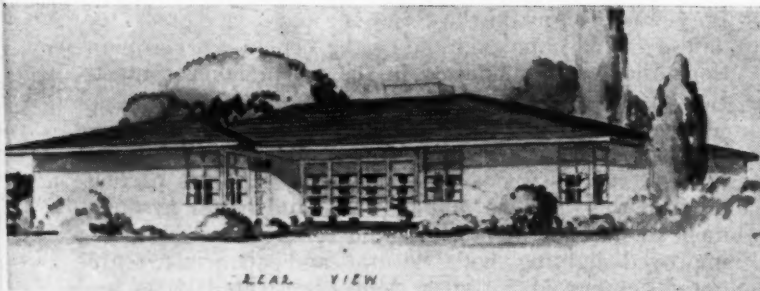


TO SATISFY both the moderns and the traditionalists, H. Cedric Roberts of Burbank, Calif., designed an alternate exterior treatment for this good plan. The one above is in brick and vertical boarding with low roof lines and banks of corner windows. The one below is an adaptation in period type styling—not as clean cut and more expensive to build, but an interesting example of variation to fit the same layout.

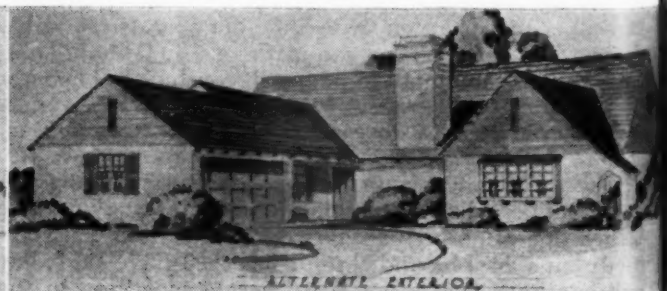
The attached double garage wing forms an entrance court with doors facing side instead of the street. Sheltered passageway connects to the front door. The rest of the house is planned for separation of service, living and sleeping functions with good circulation between.

Two bedrooms and living room overlook the rear and have a connecting loggia. In northern climates this would cut down the light to the living room, but makes a good feature for the South. The second bath connects with both the extra bedroom and service room; master bath has built-in cupboards, cabinets flanking lavatory, shown in detail opposite; shower stall also provided. Many clever planning ideas will be found in this design.

LEFT: Fireplace side of living room showing bookshelves and cabinets; novel kitchen has U-type arrangement on one side, sink under bay. Below, rear view of above perspective and alternate exterior.



REAR VIEW



ALTERNATE EXTERIOR

PROGRESSIVE PLANNING—The First Step to Better Post-war

othWays



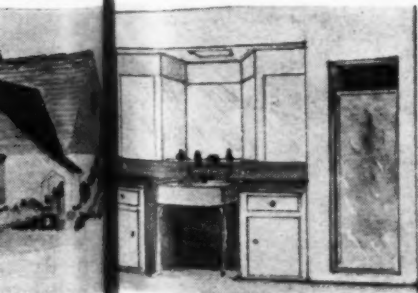
These designs include some to be in new portfolio —See story page 115.

ionalists, signed an an. The low roof low is an cut and ample of entrance e street. or. The service, circulation

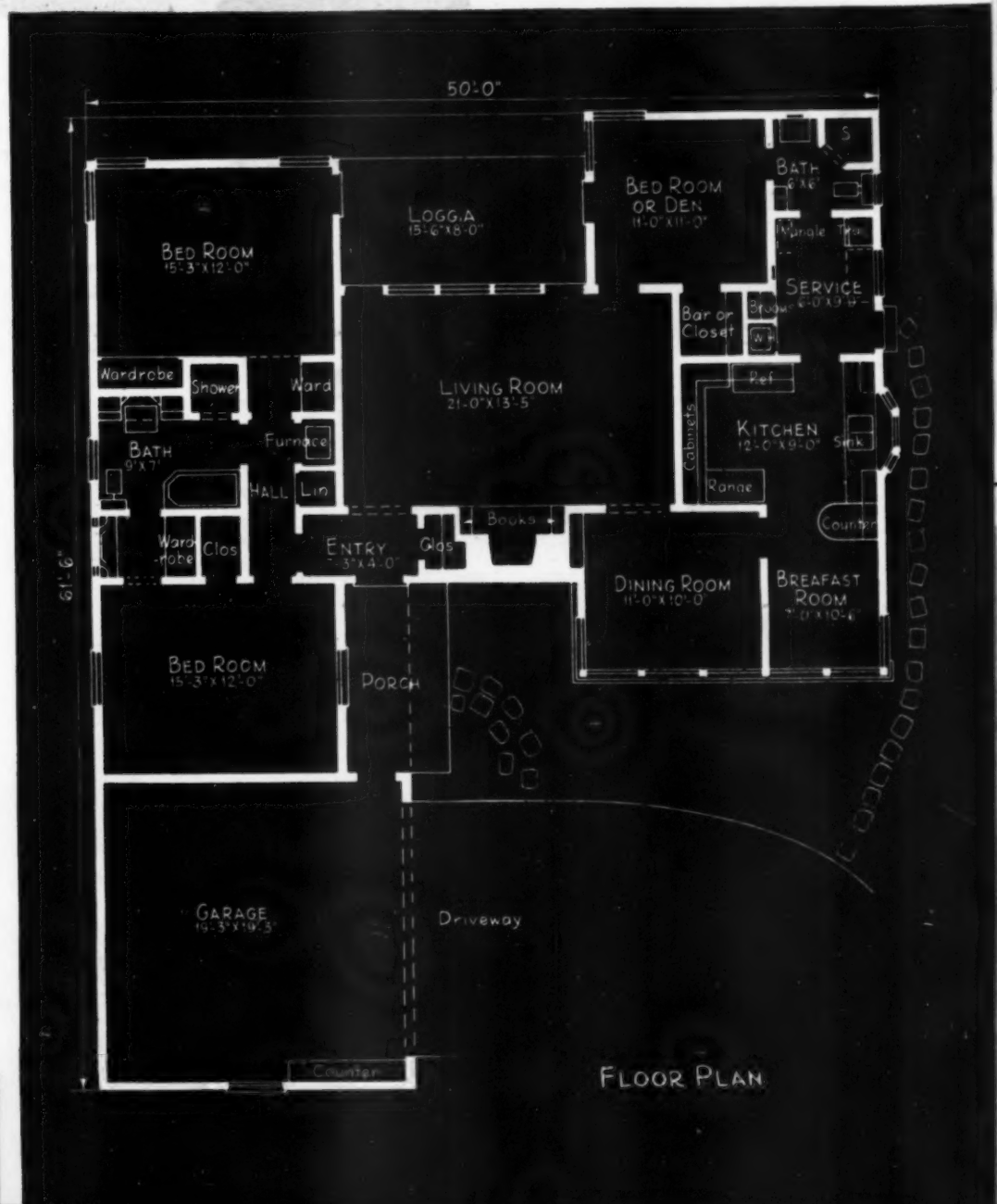
his rambling California house by H. Cedric Roberts is typical of the current trend to put new livability into America's small homes of the future.

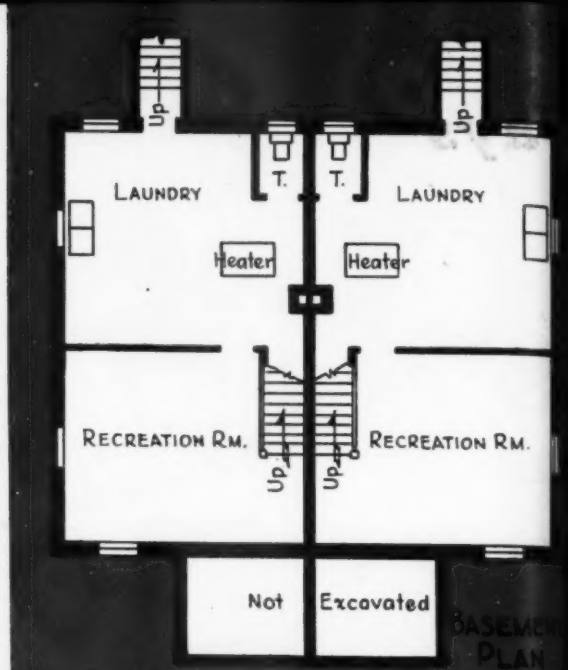
THOUGH not a perfect plan, the general arrangement of rooms and service features shown at the left are becoming increasingly popular in all sections of the country. A folding partition between breakfast and dining rooms, which would also screen off the kitchen, would add a large, well lighted multi-purpose room now in demand.

and cabi- sink under e exterior.



Post-war Living





BASEMENT is well planned for essential utilities yet provides separate space for recreational activities. Plans of first and second floors constitute a complete living unit with three bedrooms. Note bathroom has linen closet inside. Two of three bedrooms have cross ventilation. This is an ideal plan for rental housing.

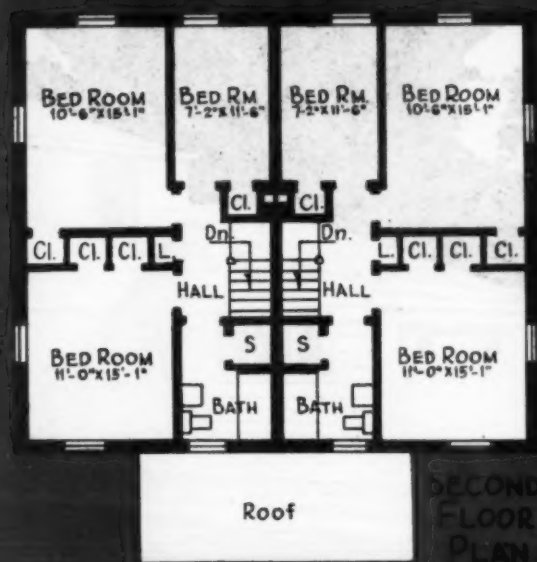
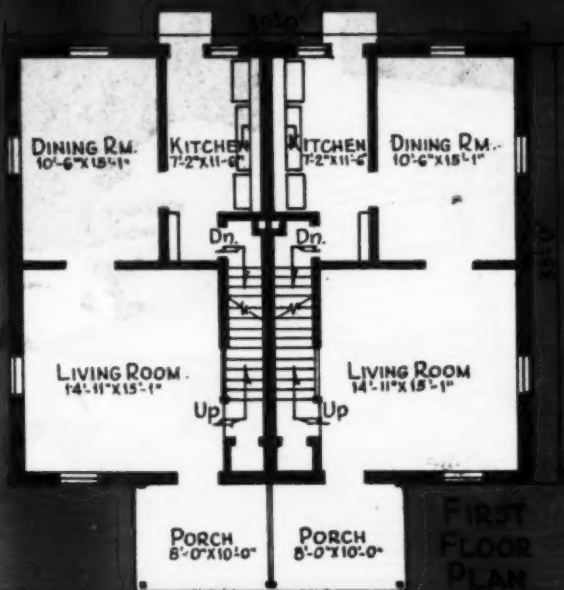


NINE elevations are shown here which lend a feeling of some individuality to rental homes built on the same plan. No excuse here of getting into the wrong house through sameness of all entries of older projects.

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95

Variations Remove Curse of Standardized Plan

JOSEPH and Jacob Meyerhoff, of Baltimore, Md., submitted this group of variations, built on the one basic plan shown, in the design competition of the National Association of Home Builders.

The entry was disqualified by the judges because they felt all entries should be for single family homes in order to qualify. *American Build-*

er, however, felt that the interesting variety of exterior planning would be interesting to readers who are researching the rental housing field for the post-war market.

This plan will not be included in the new design portfolio now in preparation for home builders. It, too, will only contain designs of single family homes.

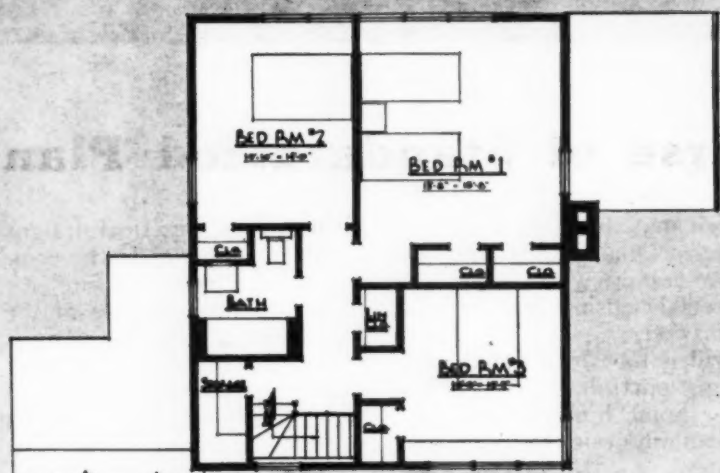
Many attractive, practical designs were received as entries in the competition, but arrived too late for judging due to the slowness of the mails. A number of these designs will also be included in the fifty homes being selected by the editors of *American Builder*. See story on the portfolio on page 115 of this issue.



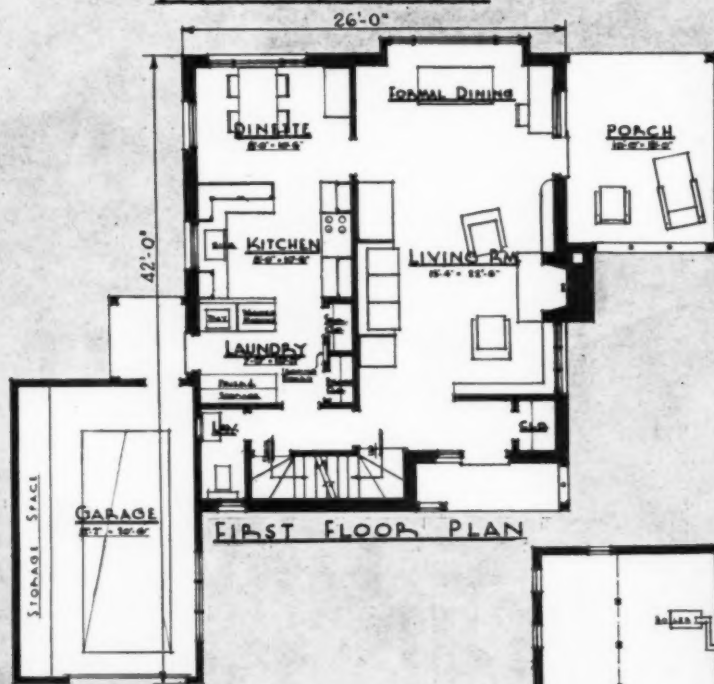


Open Plan for Modern Living

THE first floor of this 6-room design has a novel and most efficient arrangement. Division of area into two main parts, living and service, requires a single load-bearing partition. Cy Williams of Port Washington, N.Y., who originated this design, has allowed for good circulation, plenty of light and air, ample storage and economy of construction. Exterior is simple, in keeping with the streamlined interior. Placed on a lot with garage near line, the yard also divides into living and service portions

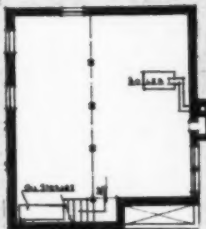


SECOND FLOOR PLAN



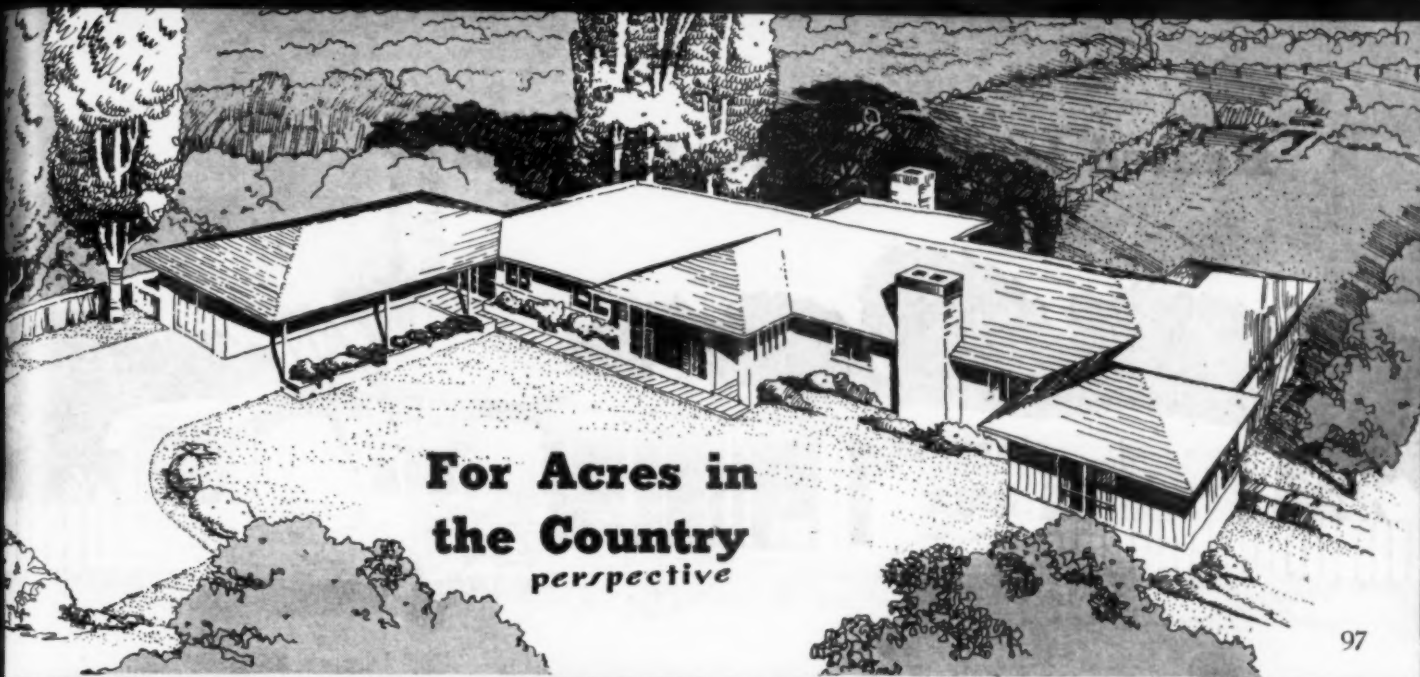
FIRST FLOOR PLAN

BASEMENT PLAN

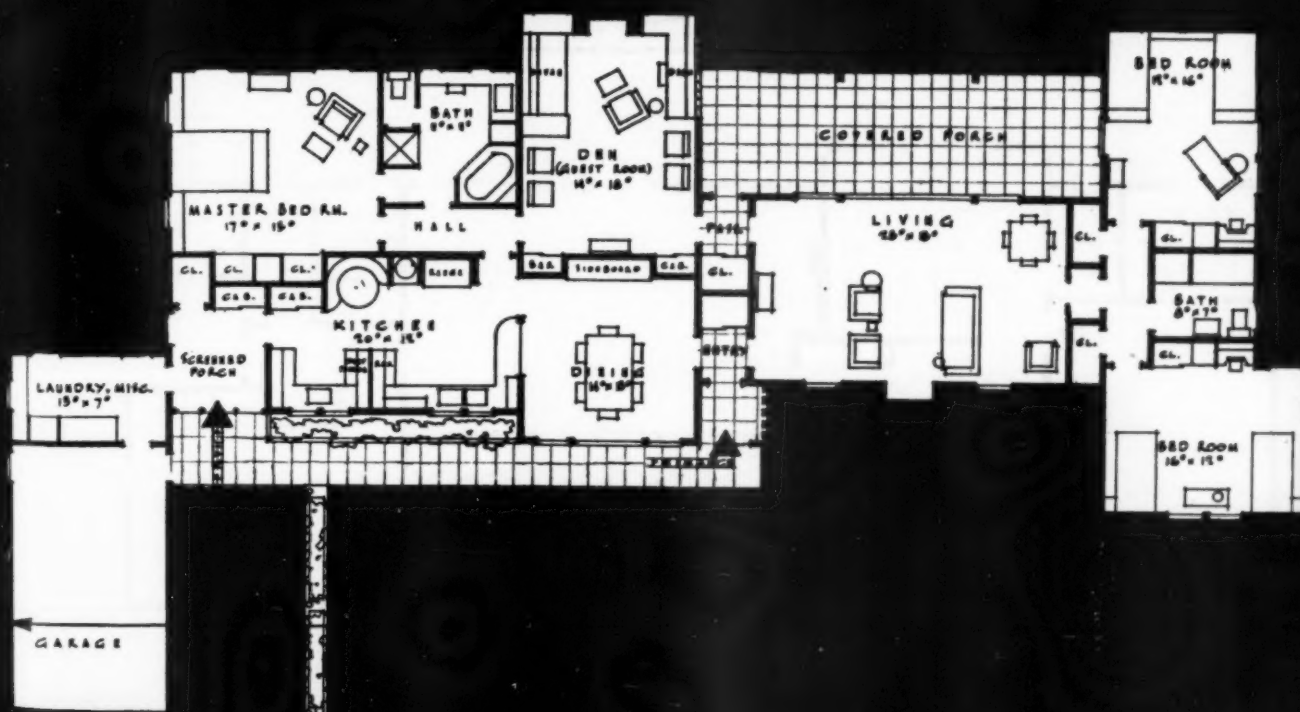
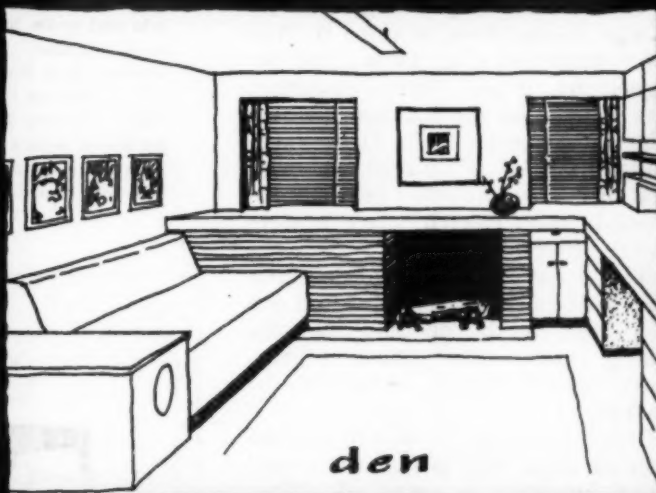
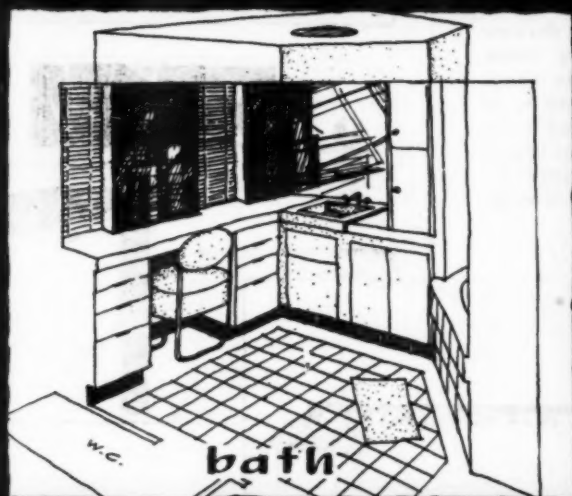


ON THE opposite page the suburban home designed by Bruce Berry of Oklahoma City, is to be located on a plot of several acres. The area immediately surrounding the house is planned for terraces, lawns, outdoor recreation and gardens; plan centers around a spacious living room and adjoining porch.

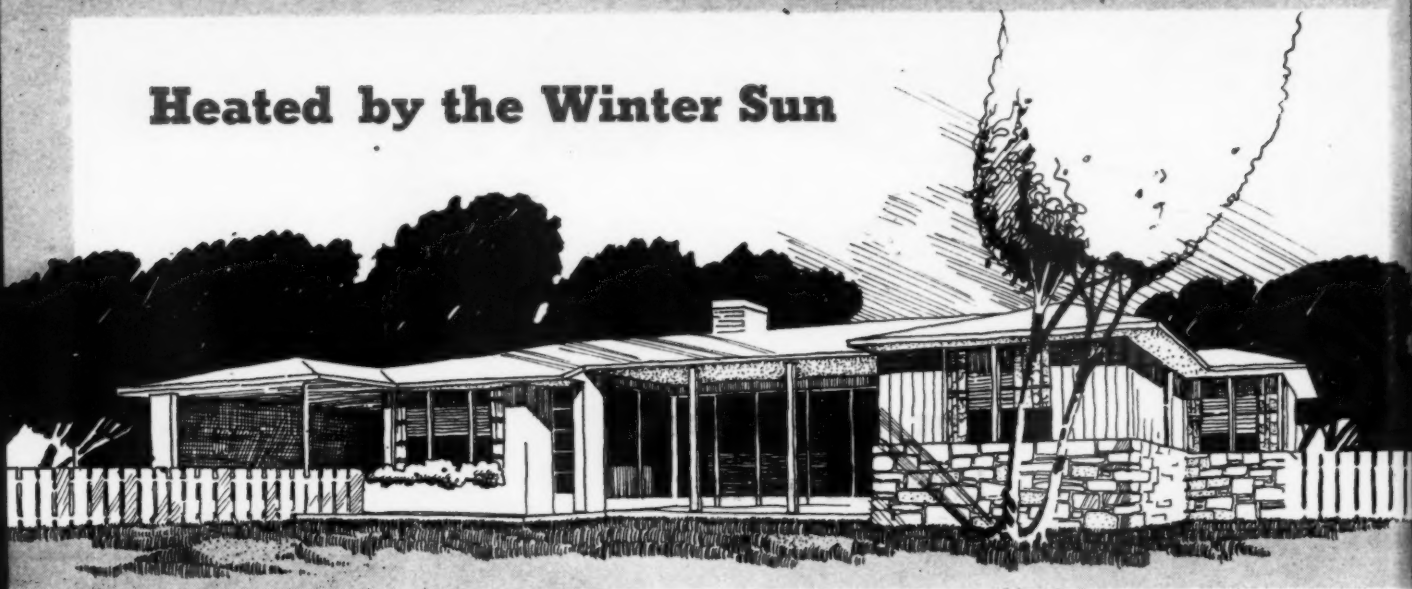
To the front, the kitchen is planned in two sections to separate the ordinary activities of meal preparation and serving from the job of preparing home-raised fruits, vegetables and meats for storage. The kitchen and dining room may be separated by the use of a venetian blind over the serving counter. Plenty of built-in storage space, dressing tables, bar, sideboard, desk, etc., are included; two sketches of bath and den show some of these



97



Heated by the Winter Sun

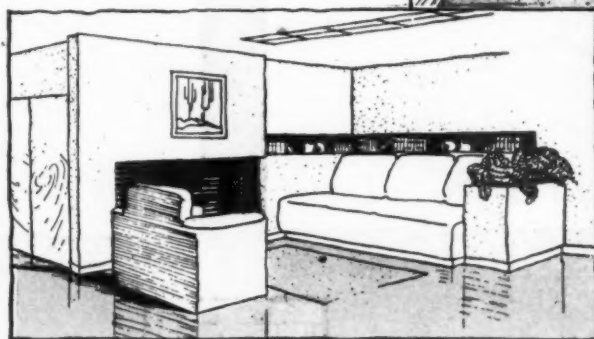


THIS ideally planned suburban home, entered in N.A.H.B.'s design competition by Cord B. Wilson, Oklahoma City, Okla., and designed by Bruce Berry, architect, was planned for the Southwest where winters are mild. The front faces south to take advantage of solar heating. The only other heating provided is from electric space heaters and the fireplace.

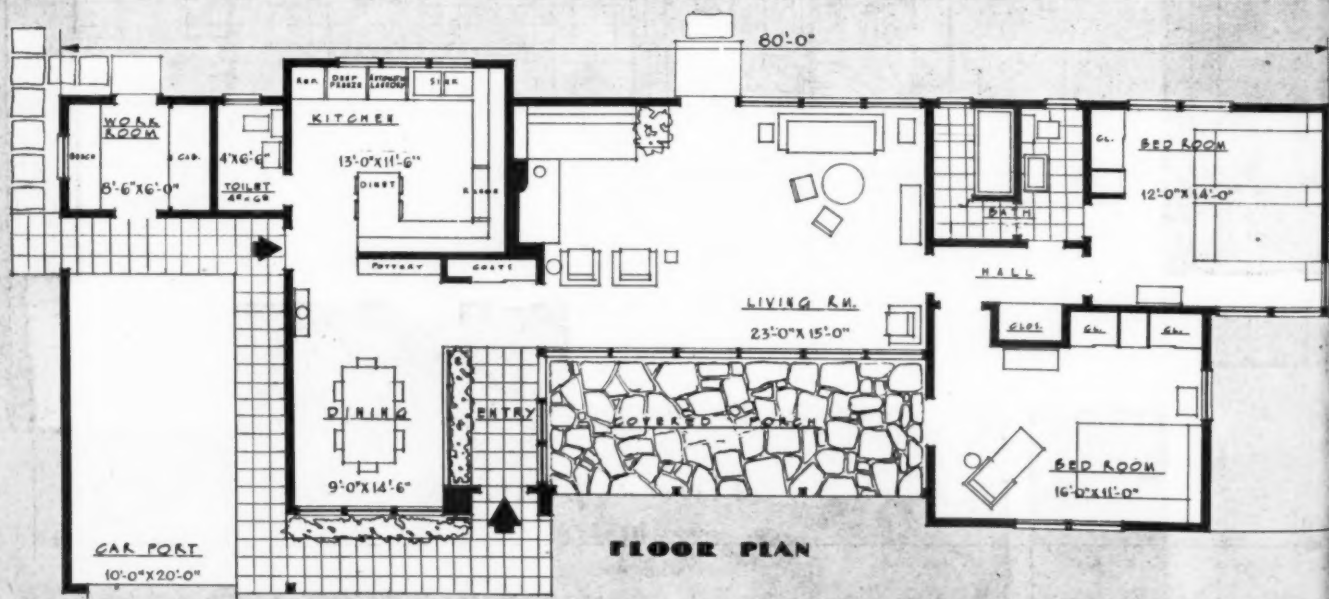
The kitchen is a dream of domestic bliss with only one door leading out and close by the opening into the dining room. The dinette utilizes space which would otherwise be wasted.

Careful thinking went into the two visiting areas into which the living room furniture is arranged. This facilitates traffic without bumping into guests.

A VIEW into the kitchen, right, shows the chairs of dinette push into and under table like drawers in a cabinet. Drawing below shows one of the cozy two groups into which the living room is divided. Privacy is featured in the bathroom where one can take a bath while another uses lavatory. See floor plan at bottom of page.



98





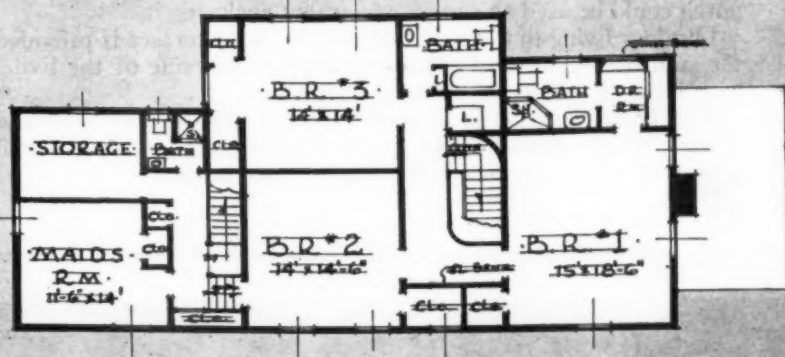
99

Balanced Design Planned for Delightful Living

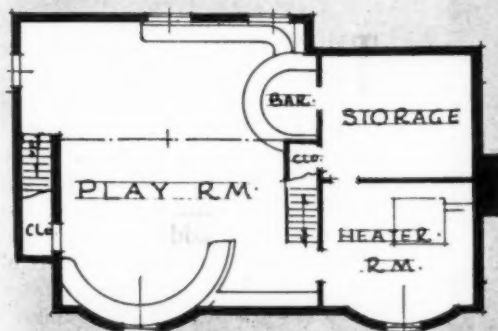
NOT just delightful but luxury living is promised by this home, entered by Porter O. Daniel of Munsey Park, Long Island, N.Y.

Lavatory on first floor is convenient to rear entry and working area of laundry and kitchen. Dining nook off kitchen is charmingly enclosed by window walls. On the second floor the two baths should be a "must" in all homes with three bedrooms.

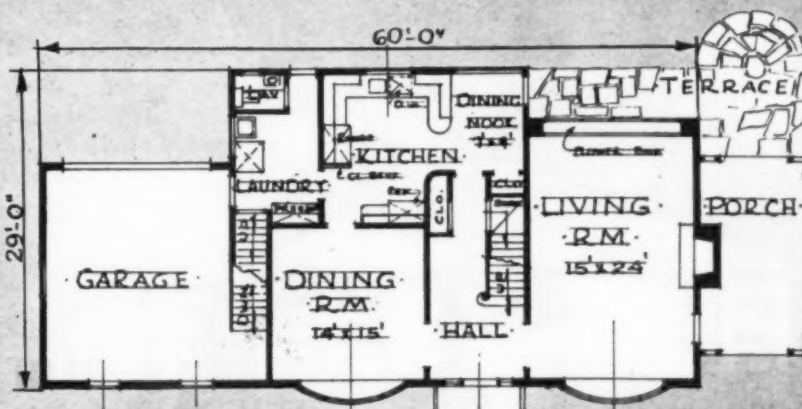
A PROMISE of delightful evenings is foretold by the playroom, shown below, with its circular bar and upholstered benches after the children outgrow a rumpus room.



SECOND FLOOR



BASEMENT



FIRST FLOOR



THE garden view, above, of this small house shows the interesting expanse of glass in living and dining rooms.

Small Home Has Everything

SELDOM does one run onto a small house plan incorporating so many features and such a satisfactory arrangement of rooms as does this one by Todd Tibbals and Associates, Columbus, Ohio. A close study of the three floor plans at the right of this industrial worker's home will bear this out.

The combination of summer porch and winter garage is one of these features. The door from the porch to the front entrance and the door for the living room to the terrace are very good. The porch could be used as a car port without enclosing it.

Outdoor living in the rear garden and on the terrace is provided for, and the expanse of glass across the south side of the living and dining rooms is an attractive arrangement.

The front elevation is as good looking as the garden side, and the trellis feature does much to make this so. The kitchen is well arranged, and the corner sink helps provide adequate space.

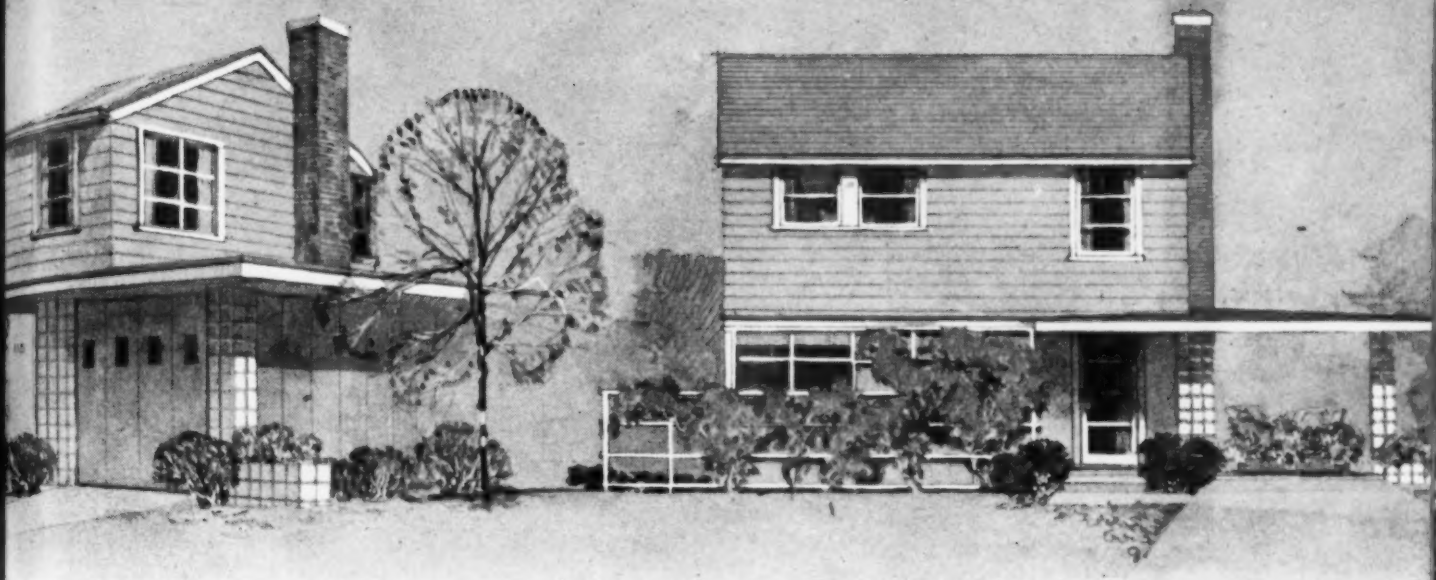


BASEMENT PLAN

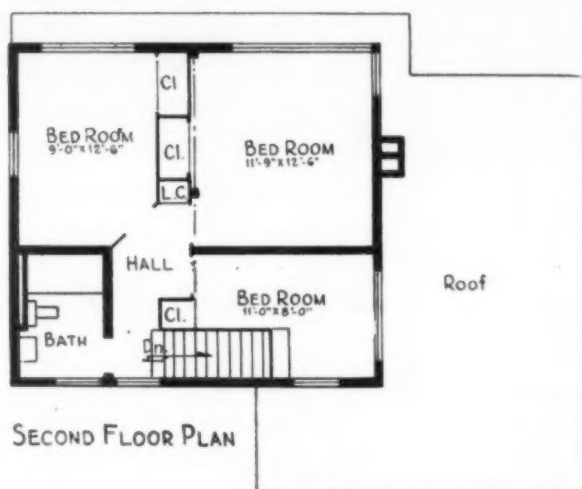
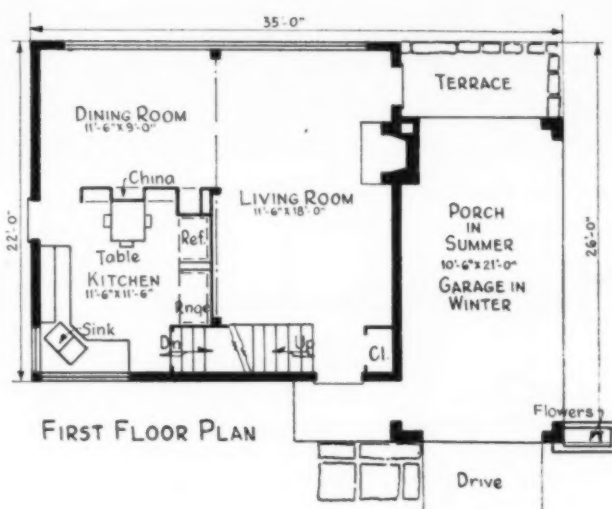


One-Story Plan Neatly Handled

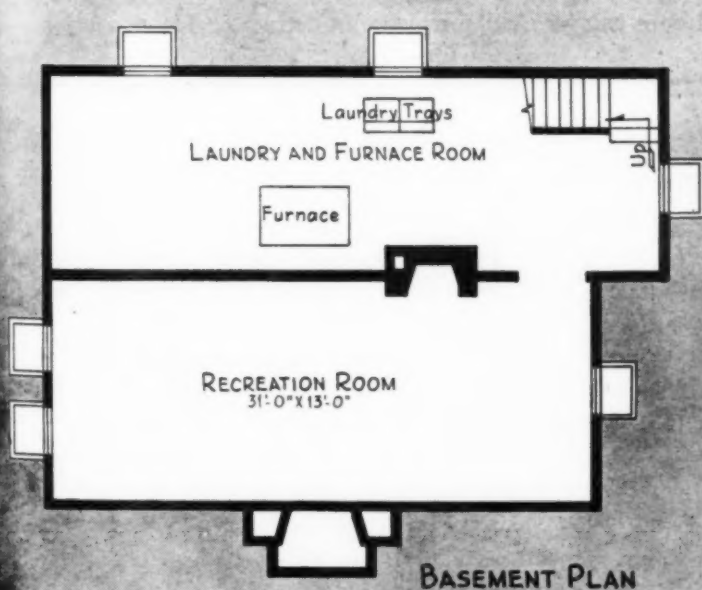
THOUGHTFUL planning is required to get as much living area in so small a house as this one by Chas. E. Freideman, Portland, Oregon. The plan is 36 by 26 feet, yet here are two bedrooms with closets, linen closet, bathroom, good kitchen and dinette in addition to a comfortable living room. There are attractive corner windows, and the architecture is pleasing. The full basement provides adequate space for a laundry, the heating equipment and a 31 by 13 foot recreation room with a fireplace.



PORCH can be enclosed for garage in winter. SUMMERTIME front view of this house with removable flower box on porch.



101





SIMPLIFIED Colonial detail accents front entrance and fixed picture window in living room.

A House Full of Pleasant Surprises

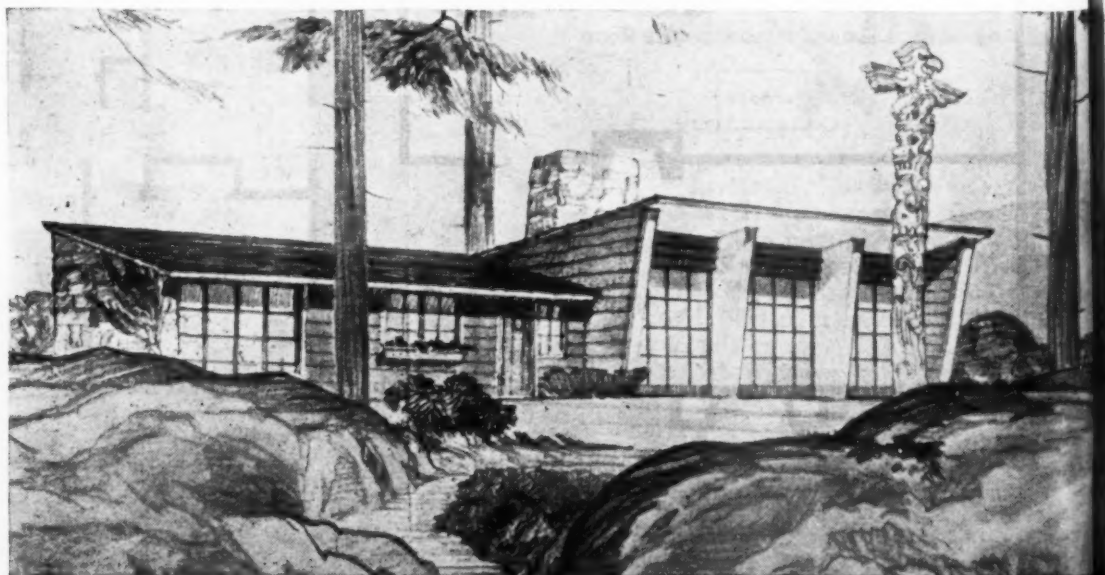
HERE is a house by A. E. MacVicar, Whitdal, Inc., of East Orange, N.J., that combines a traditional appeal in streamlined attractiveness with sound planning. It is an exceptional Colonial 6-room design. Although there is quite a bit of hall space on first floor, circulation is excellent; second floor has no waste space. In all there are eight closets plus other storage.

Dining and living areas are combined into one good sized room with a screened porch for outdoor living. A cabinet and drop table as shown on opposite page provide a handy corner for eating in the kitchen. Attached garage has extra space for storing tools and equipment and is reached through connecting hall with handy bath for cleaning up. First floor bedroom can be used for

den, maid's or guest's room.

Two large bedrooms on second floor have good ventilation, adequate closets. Part of dressing room space could be used as a lavatory and window changed to door leading onto roof deck.

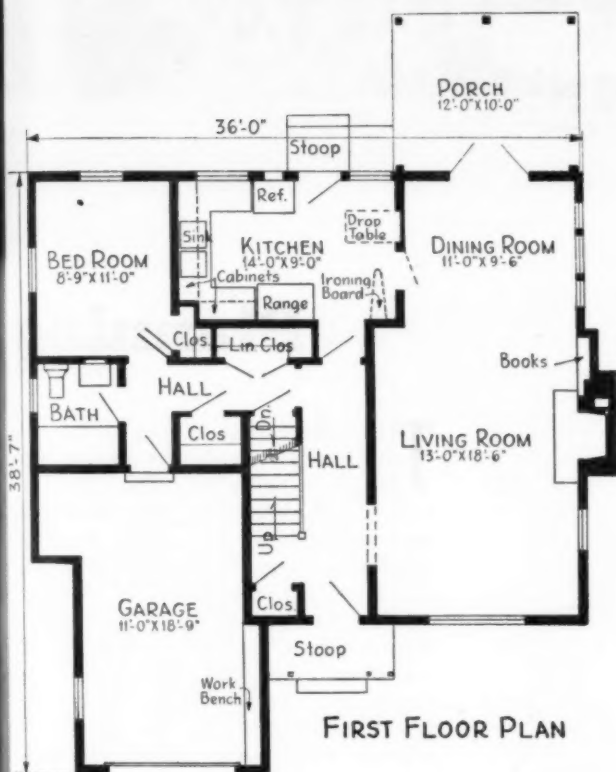
A forward-looking item in this plan is the large amount of window area successfully used in Colonial design without detracting from exterior.





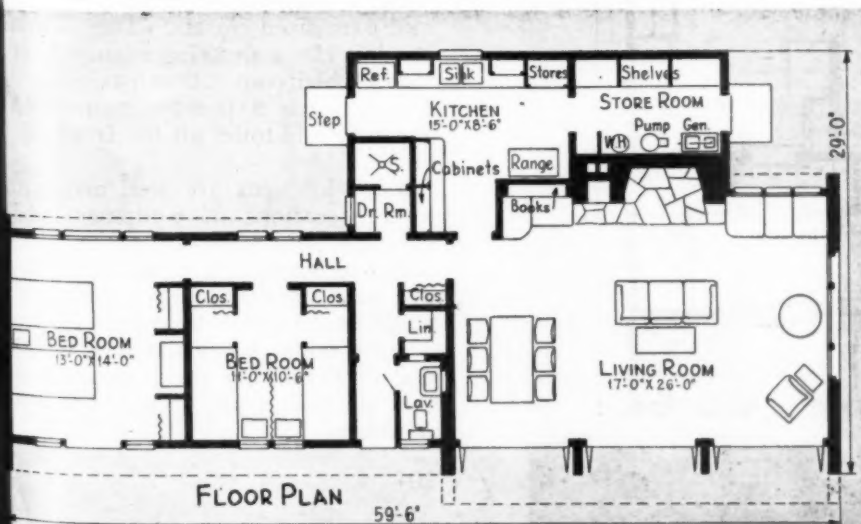
DROP table in kitchen is well designed, convenient; clean lines, good proportions of exterior have post-war appeal.

103



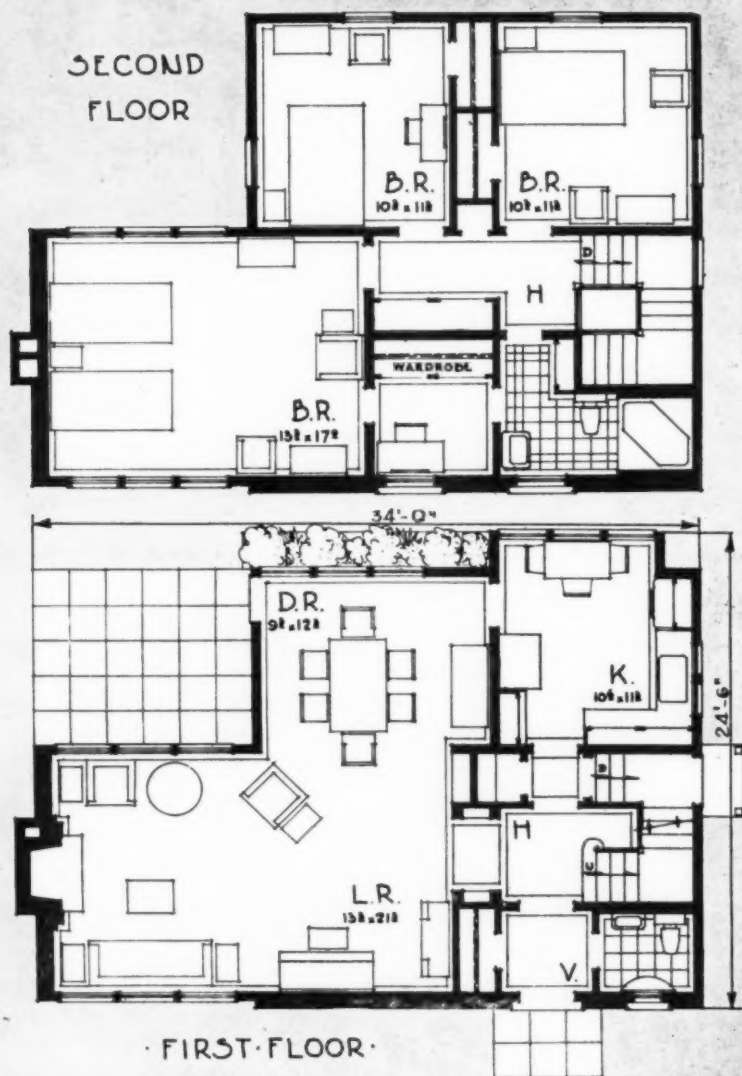
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Restful Living for the Summer

THE Hugh G. Selby Construction Co. of Lakewood, Ohio, suggests this modern version of a summer home for the coming market. The whole outdoors becomes part of the living room when the glass panels are folded back. Inside, comforts of city life are taken care of quite adequately—modern kitchen and utility room, shower-dressing room, well ventilated bed rooms.



Planning from

THE interesting homes illustrated on these two pages, as designed by Hugh G. Selby of Selby Construction Co., Lakewood, Ohio, show the unmistakable trend toward a major emphasis being put on house designing from the viewpoint of the garden elevation. Both pictures were drawn of the garden elevations, yet the floor plans are still handled in the normal way; that is, having the street entrance facing you so you can analyze the room arrangements in reference to the entrance.

Features in common with both houses are three upstairs bedrooms with a larger-than-usual bathroom and over-sized closets. The plan at the left has a dressing room off the master bedroom. Downstairs both houses have a powder room with lavatory and toilet off the front vestibule.

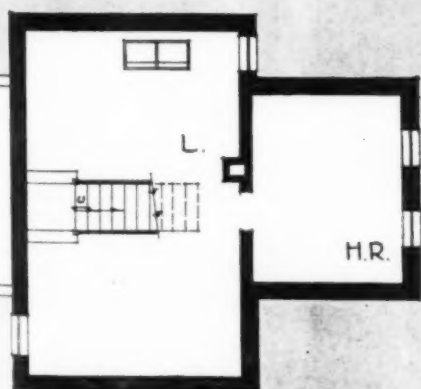
Both kitchens are well arranged as to locations of equipment and cabinets, and both have space for informal eating. The dining rooms are part of the living rooms, and could be furnished to appear so.

Each house has a fireplace in the end of the living room away from the normal traffic lane between rooms.

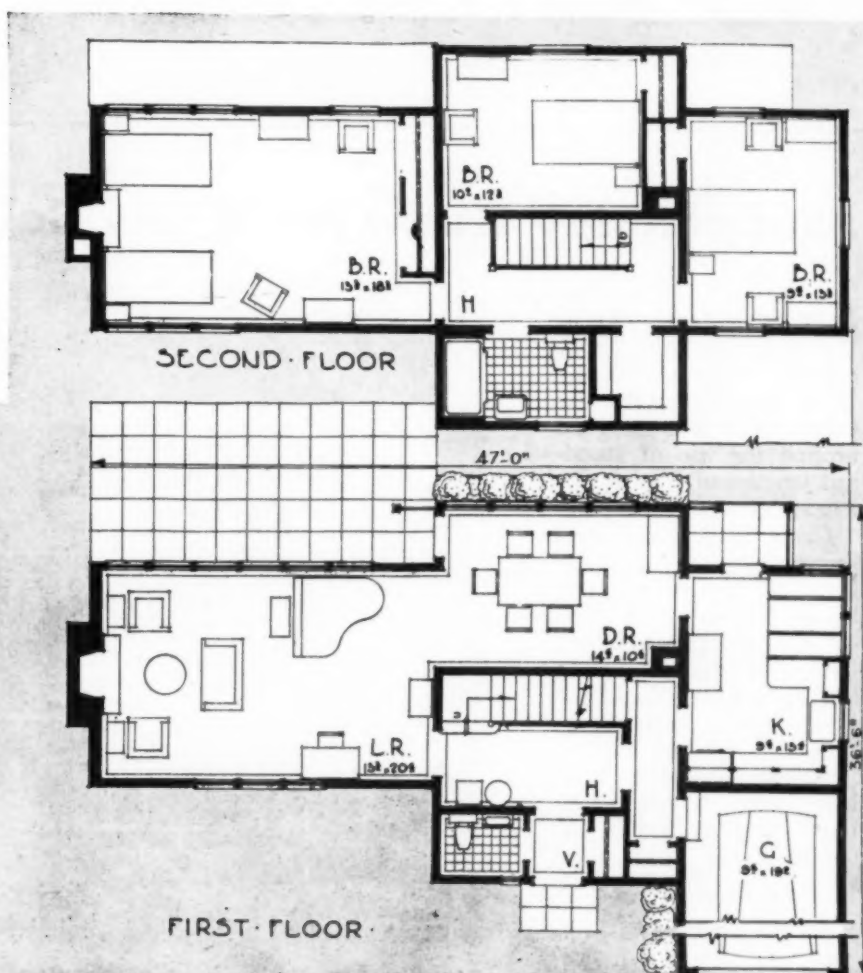


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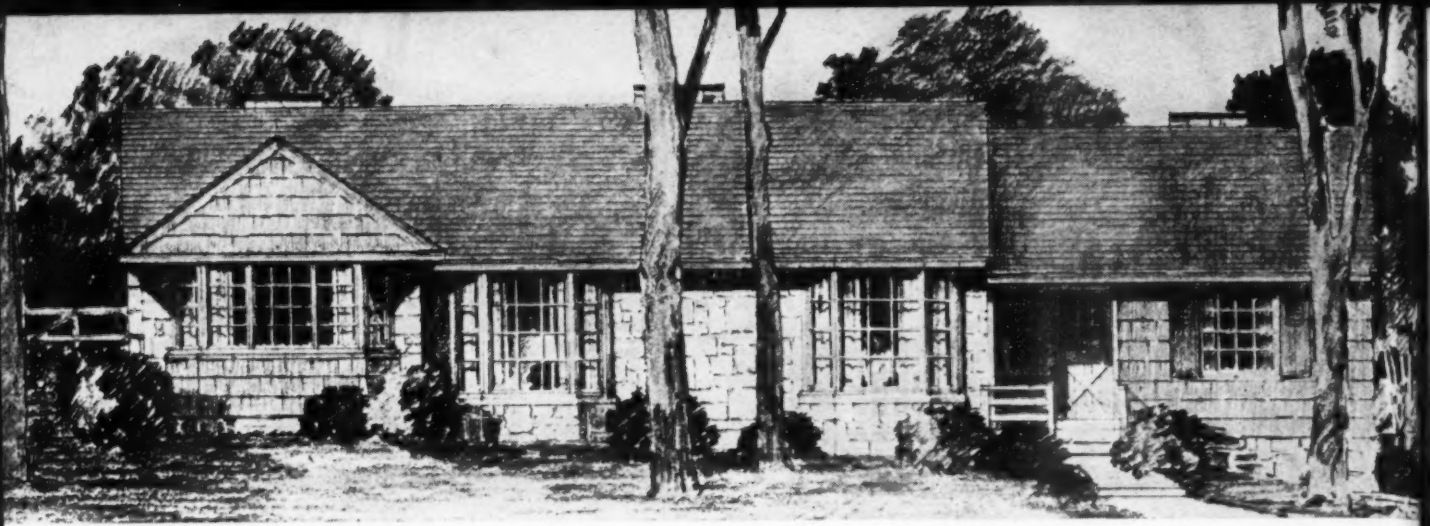
ng from the Garden Viewpoint



BASEMENT



FIRST FLOOR



Good Layout for Wide Lot

AN appealing cottage styling in shingle and stone has been given this excellent plan for country living by Architect Carl A. Kastrup, Forest Park, Ill. It requires broad frontage and good views to set off the large window areas. Excellent circulation from the front entrance, four fireplaces, dining porch, living terrace; built-in bar, efficient kitchen are highlights of plan.

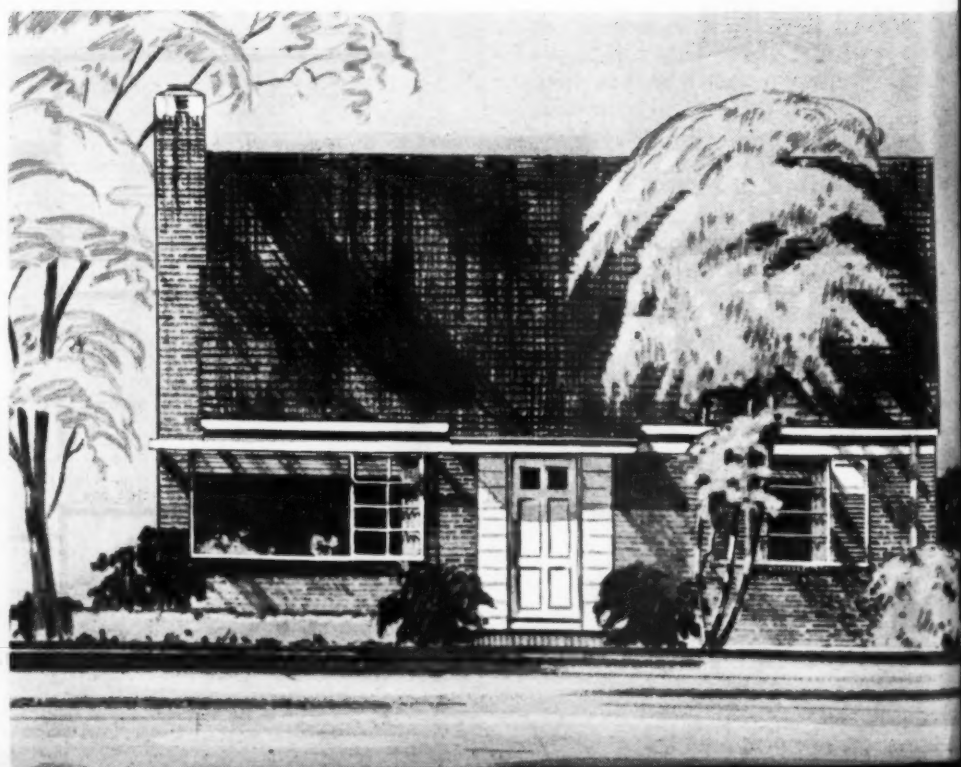


An Economy Home for White Collar City Workers

A LOW COST home suitable for a 50 by 100 ft. lot has been developed by Mattern, Graf and Paul, New York City. As shown here, it is designed around the use of standard lengths of lumber for a near square, simple plan.

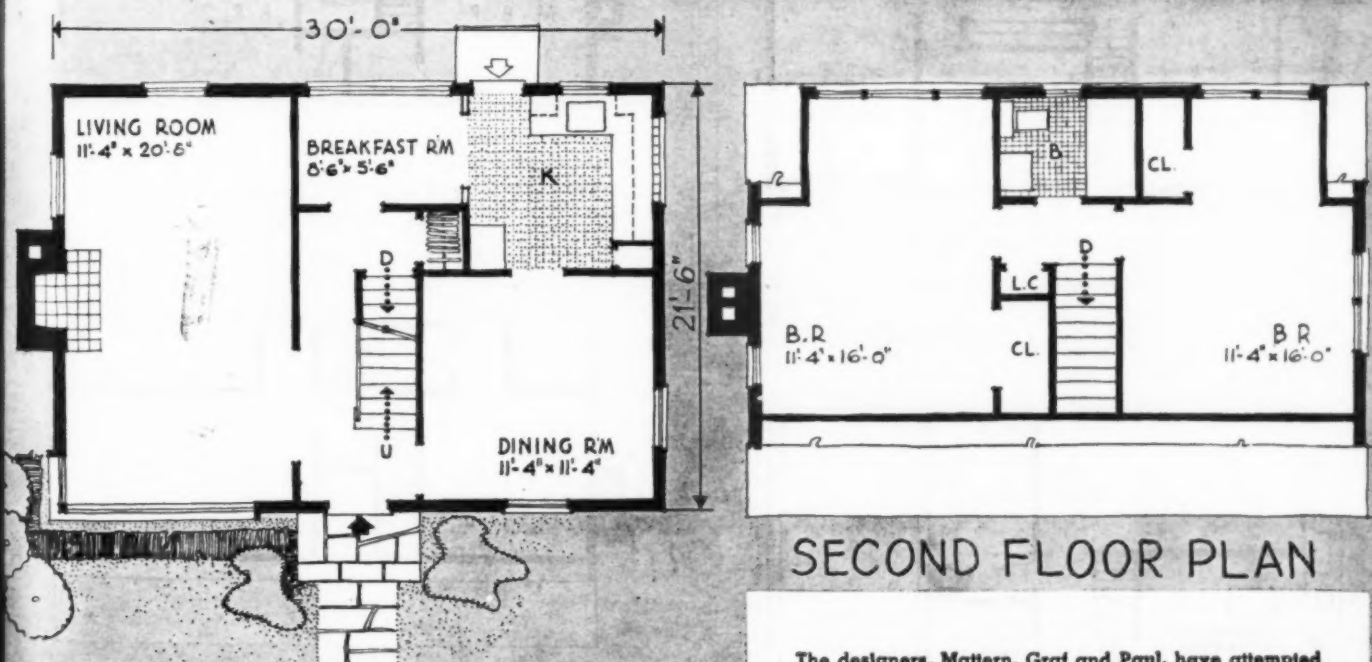
Center hall, good sized living room and bedrooms, breakfast room are unusual in this price class but contribute to gracious living; floor area is only 645 square feet. Basement (not shown) can be arranged for extra rooms.

Simple exterior lines have been livened with trim, modern detail including large, plain glass areas, glass block panel.



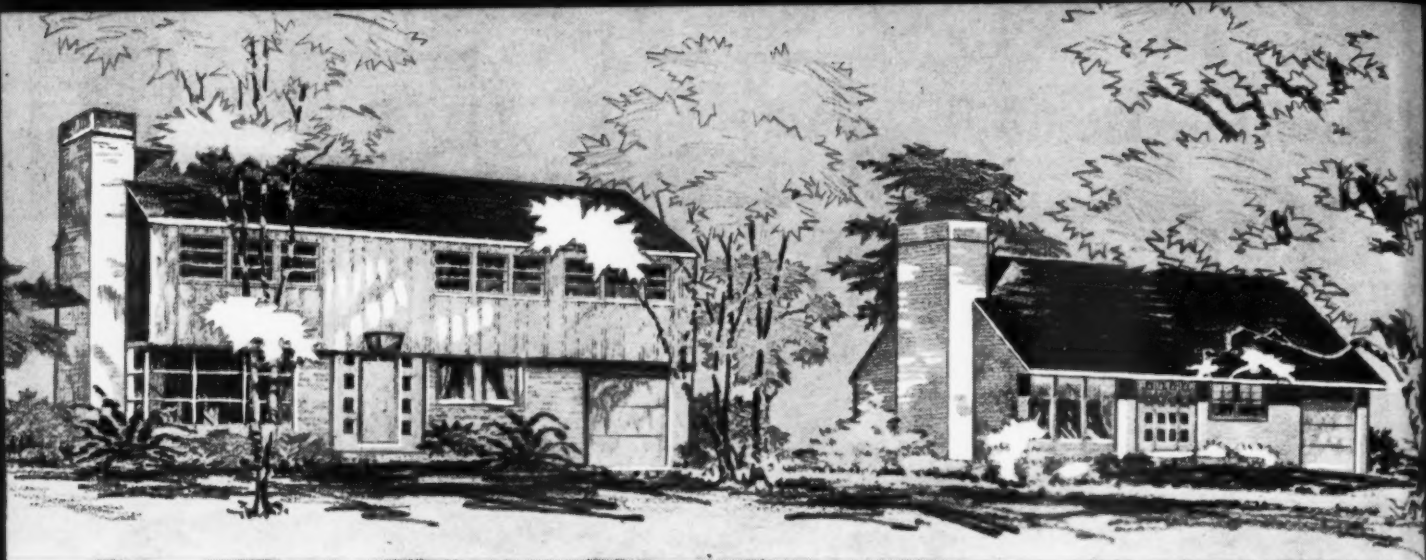
Another Home for the Suburbs

SIMILAR to the one opposite, Architect Kastrup here has added an attached garage and switched locations of dining room and library. It has many of the same good features, plus extras; these two make a fine pair of homes for wide lots.



FIRST FLOOR PLAN

The designers, Mattern, Graf and Paul, have attempted to offer here a simple arrangement of maximum livability per dollar of cost. The white collar home owner of limited income will find an attractiveness in this design that has usually been beyond his reach.



108



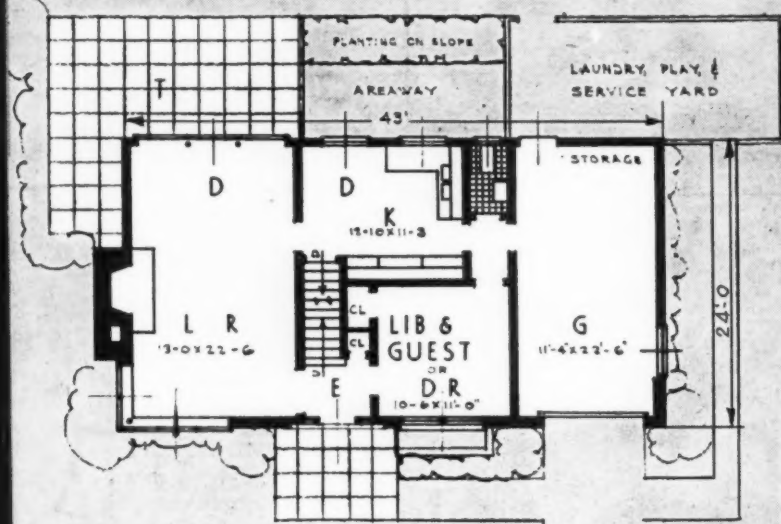
Post-war Planning Which Show

THIS group of three houses, designed by Architect John N. Highland of Buffalo, and entered in N.A.H.B.'s competition by Walter S. Johnson of Niagara Falls (the pair on left hand page) and by G.

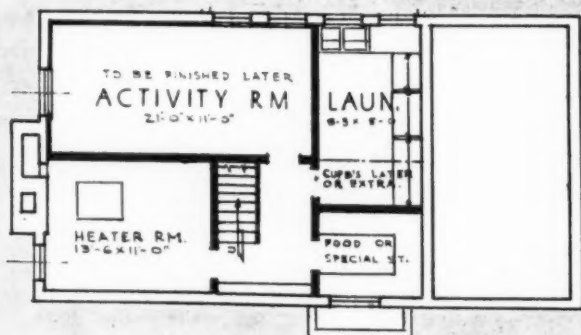
Harold Genrich of Snyder, N.Y. (the one on the right hand page). They forepicture progress to come.

The two houses on left hand page have same basement and first floor. Two alternate second floor plans

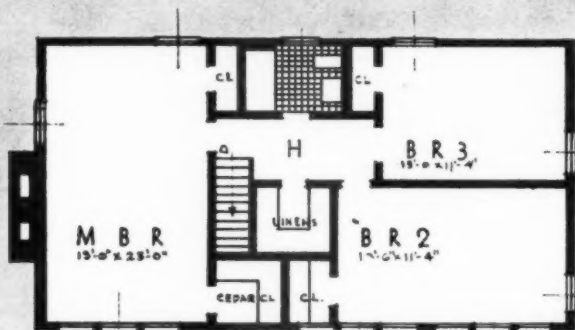
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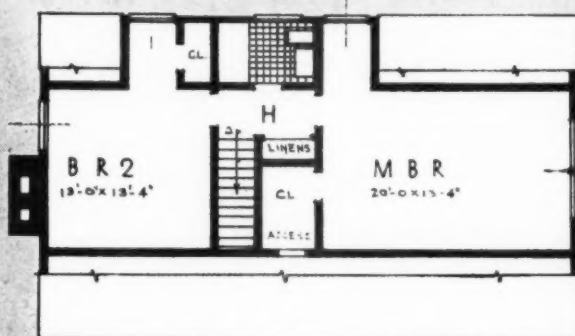
PLAN OF FIRST FLOOR



BASEMENT



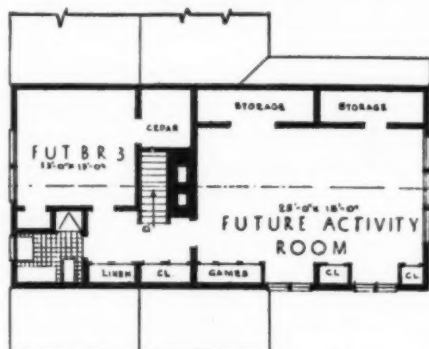
SECOND FLOOR 2 STORY
HOME - TOTAL OF FOUR BED ROOMS
IF DESIRED



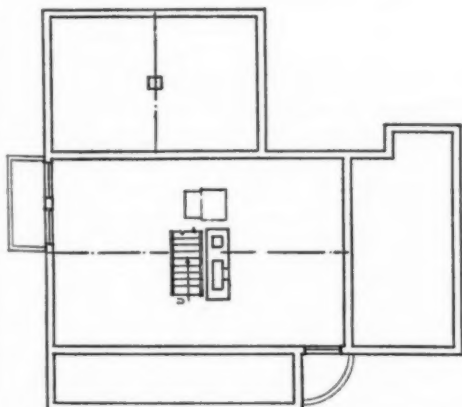
SECOND FLOOR 1 1/2 STORY
HOME - TWO OR THREE BED ROOMS
AS DESIRED

Smart Thinking

fit the two high and low elevations. Editors of *American Builder* have already chosen this group to be among the fifty designs shown in the portfolio of new designs soon to be published. Story on page 115.

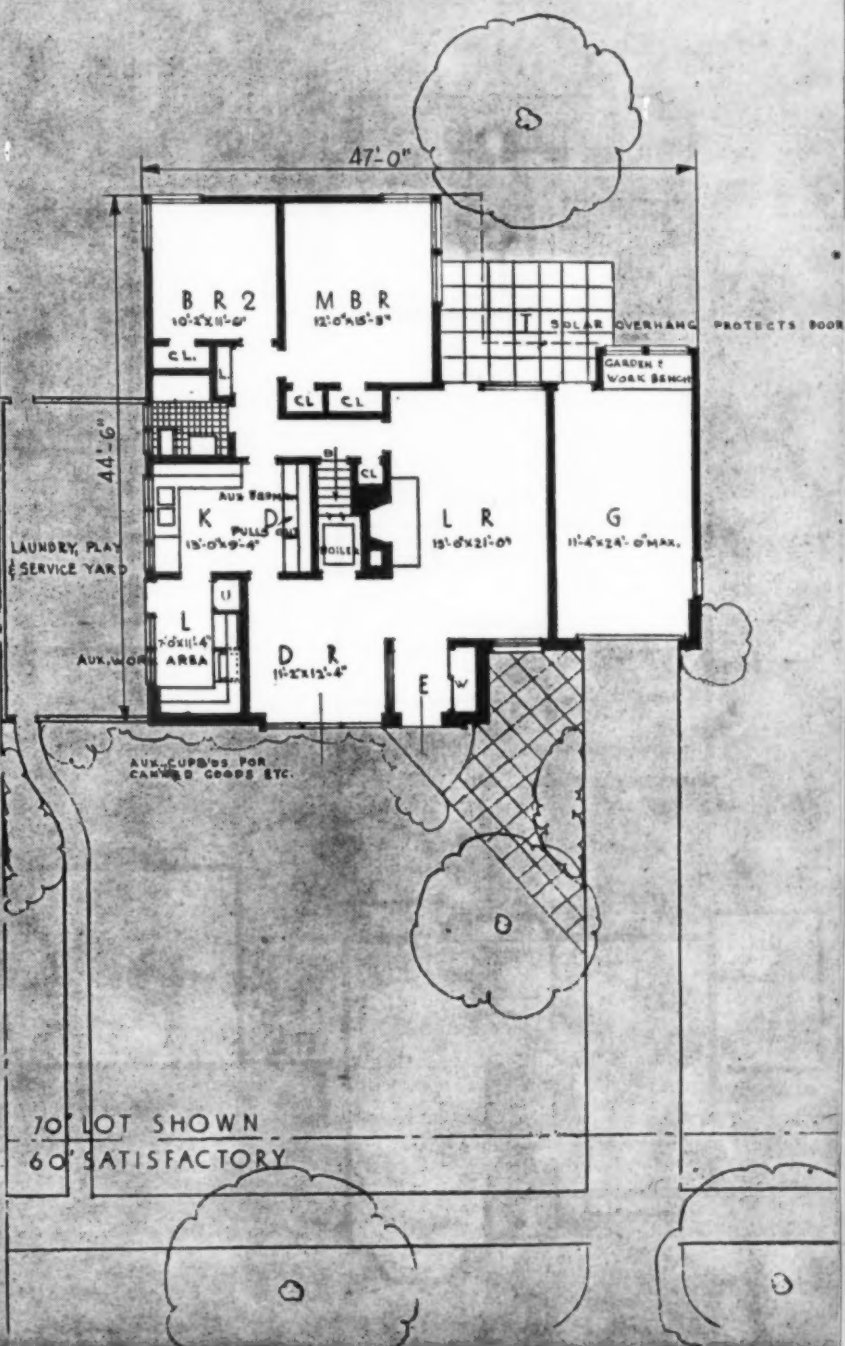


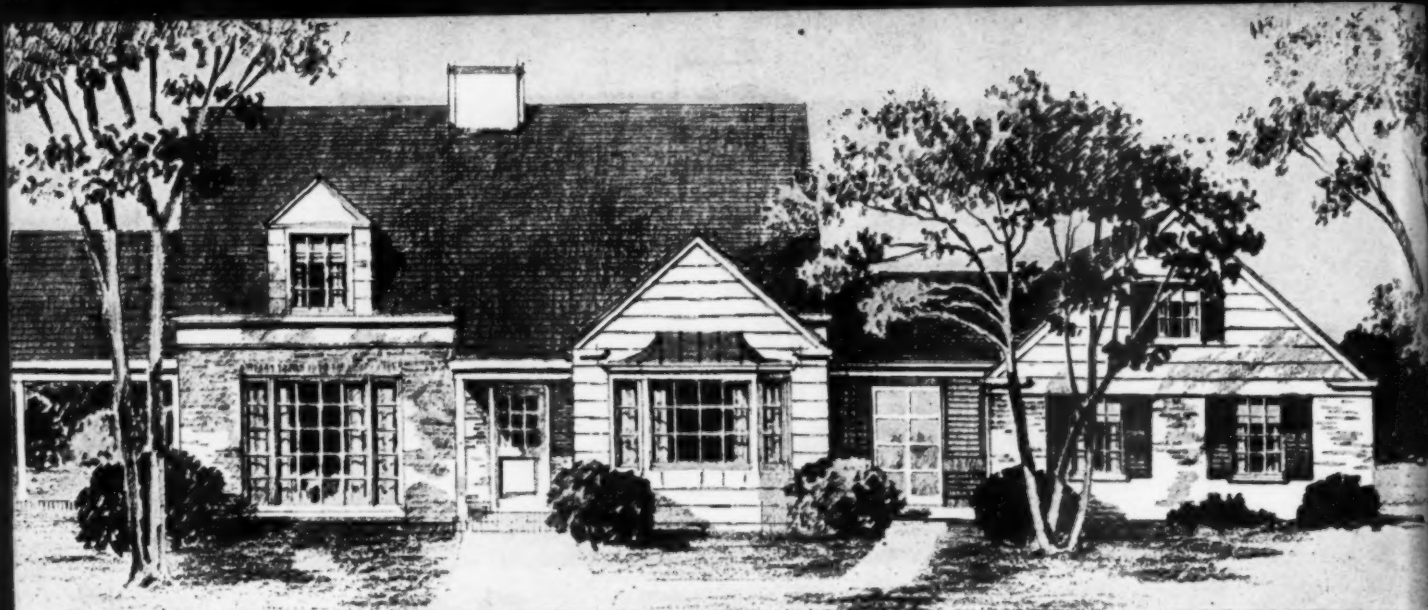
FUTURE DEVELOPMENT OF SECOND FLOOR



IF SITE CONDITIONS OR INDIVIDUAL OCCUPANTS' NEEDS REQUIRE, HOUSE CAN BE BUILT WITH BASEMENT BY REVERSING STAIRS & FLUES. BASEMENT SHOULD THEN BE PLANNED FOR THOSE NEEDS.

PLAN OF FIRST FLOOR RELATED TO SITE





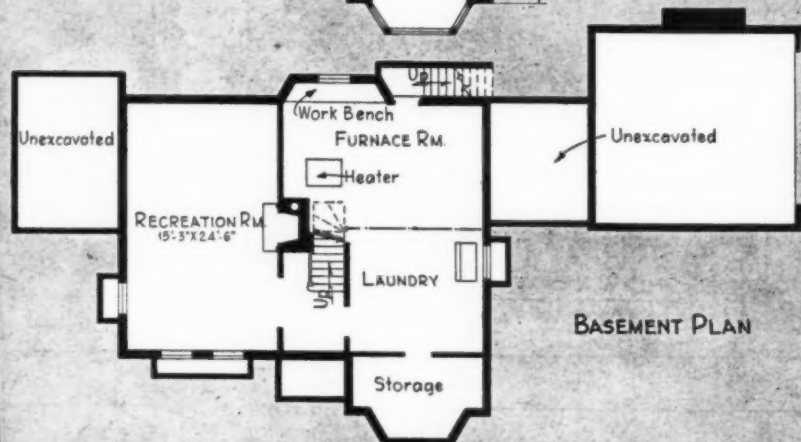
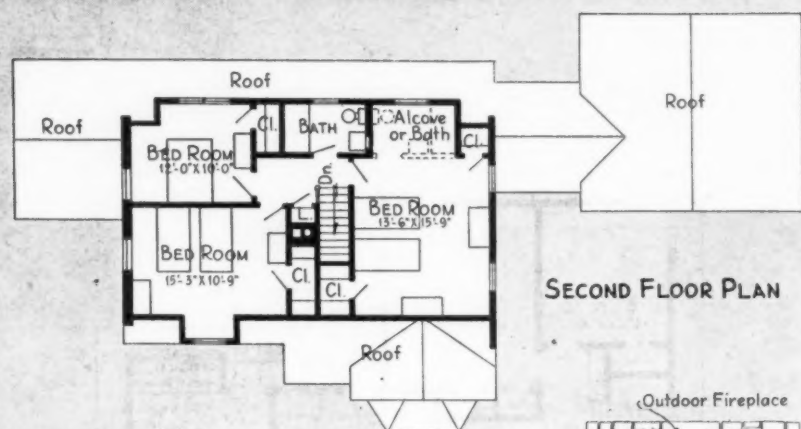
Sturdy Style Features This Honest House

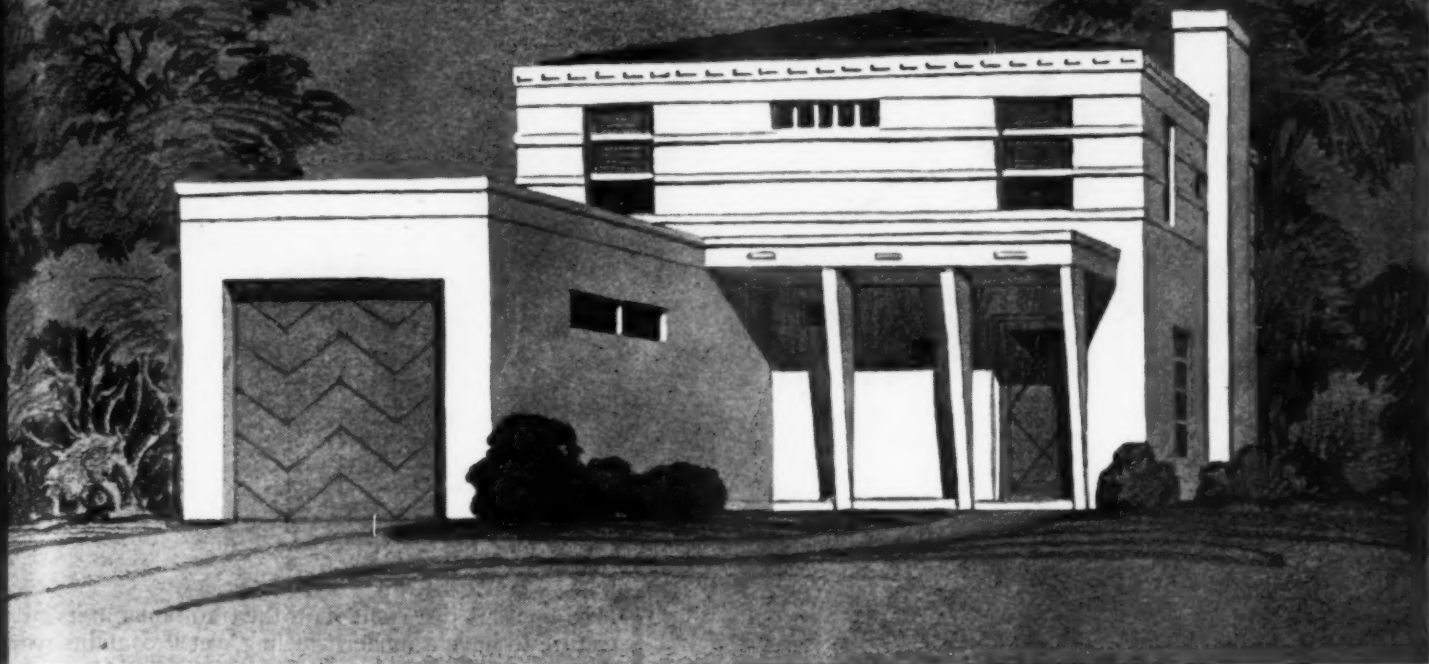
THERE is bound to be a large market for homes in the upper-cost bracket, and this house was designed to meet that demand. Taking an imaginary walk through the floor plans will convince you that here is a design built around gracious living. The large living room window, the bay window in the dining room, the French doors with glazed sidelights in the rear wall of the living room, as well as the glazed bay in the library add their attractiveness to this conventional house.

The porch or breezeway is a desirable feature, especially as it leads to a flagstone terrace and barbecue fireplace at the rear of the garage. A full basement provides space for a laundry, heater room, storage room and recreation room, the latter with a fireplace on the inside wall.

There is a downstairs lavatory off the library and, besides the large bedroom, an added feature is an eating space in the kitchen. Upstairs are three good sized bedrooms with one bath, and a space in the alcove (as indicated on the floor plan) for a second bath off the master bedroom.

This house is the work of Carl Kastrup of Forest Park, Illinois, and it will fit into a suburban setting with easy dignity.





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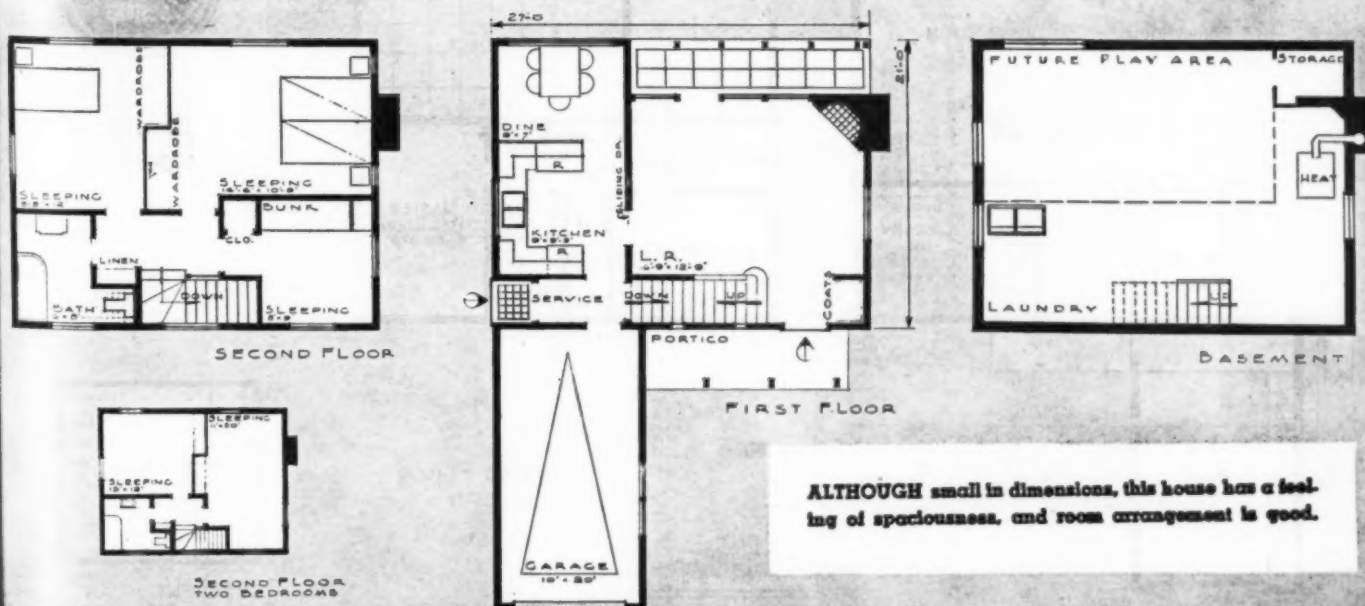


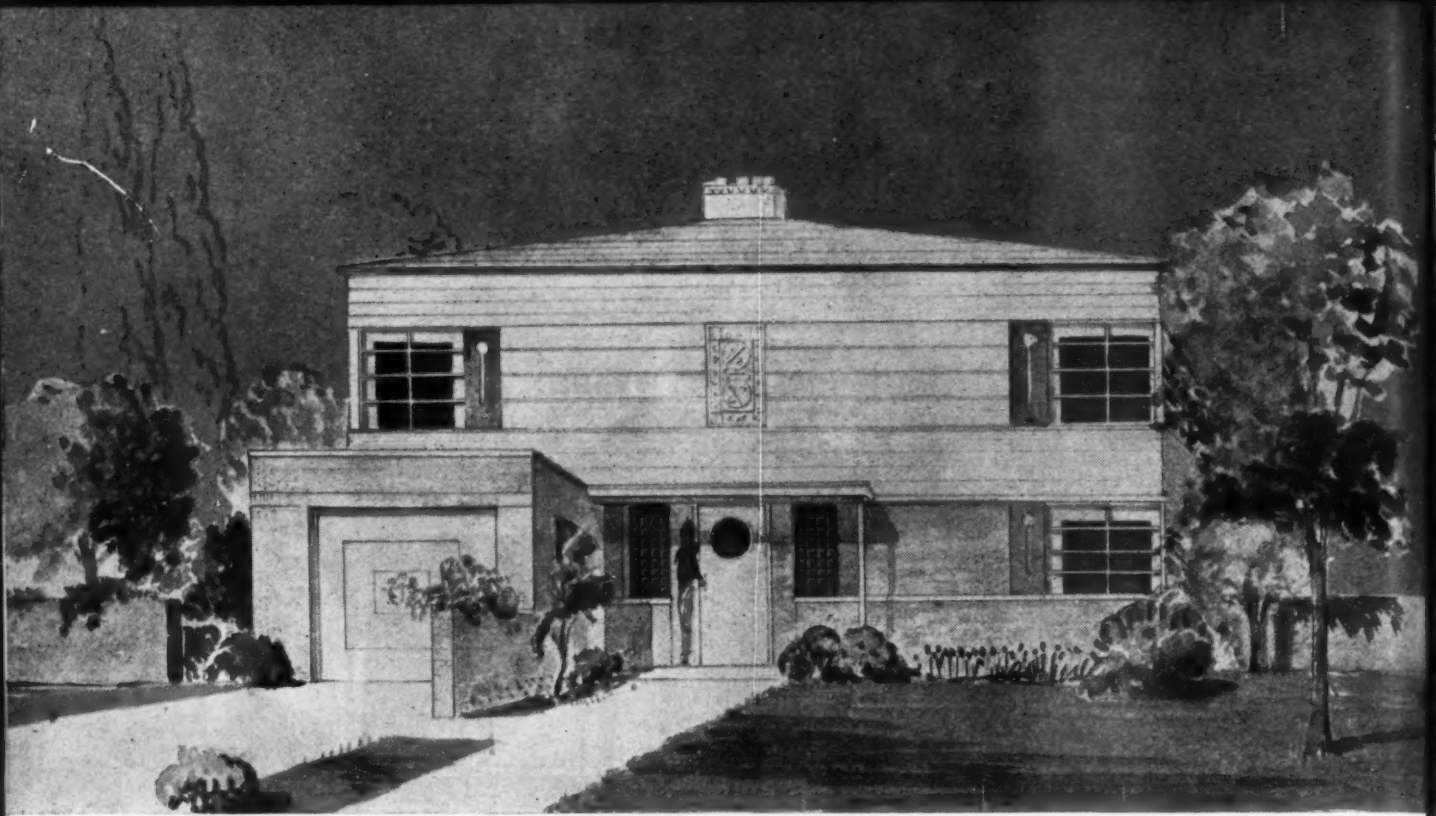
Much Space—Small House

CLOSE figuring is necessary to meet the living requirements of a family in a house when the restrictions of cost and lot size are definite. Here is an example of excellent planning, as a study of the floor plan will show.

Not only has the room arrangement been successful, but the archi-

tecture of the house is unusually pleasing when it is realized that the over-all dimensions are 27 by 21 feet. Horizontal lines bring the apparent height down and create a pleasing effect. The designers, Carrothers & Braun of Oak Park, Ill., are to be congratulated on their industrial worker's home.



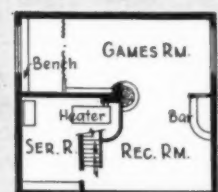


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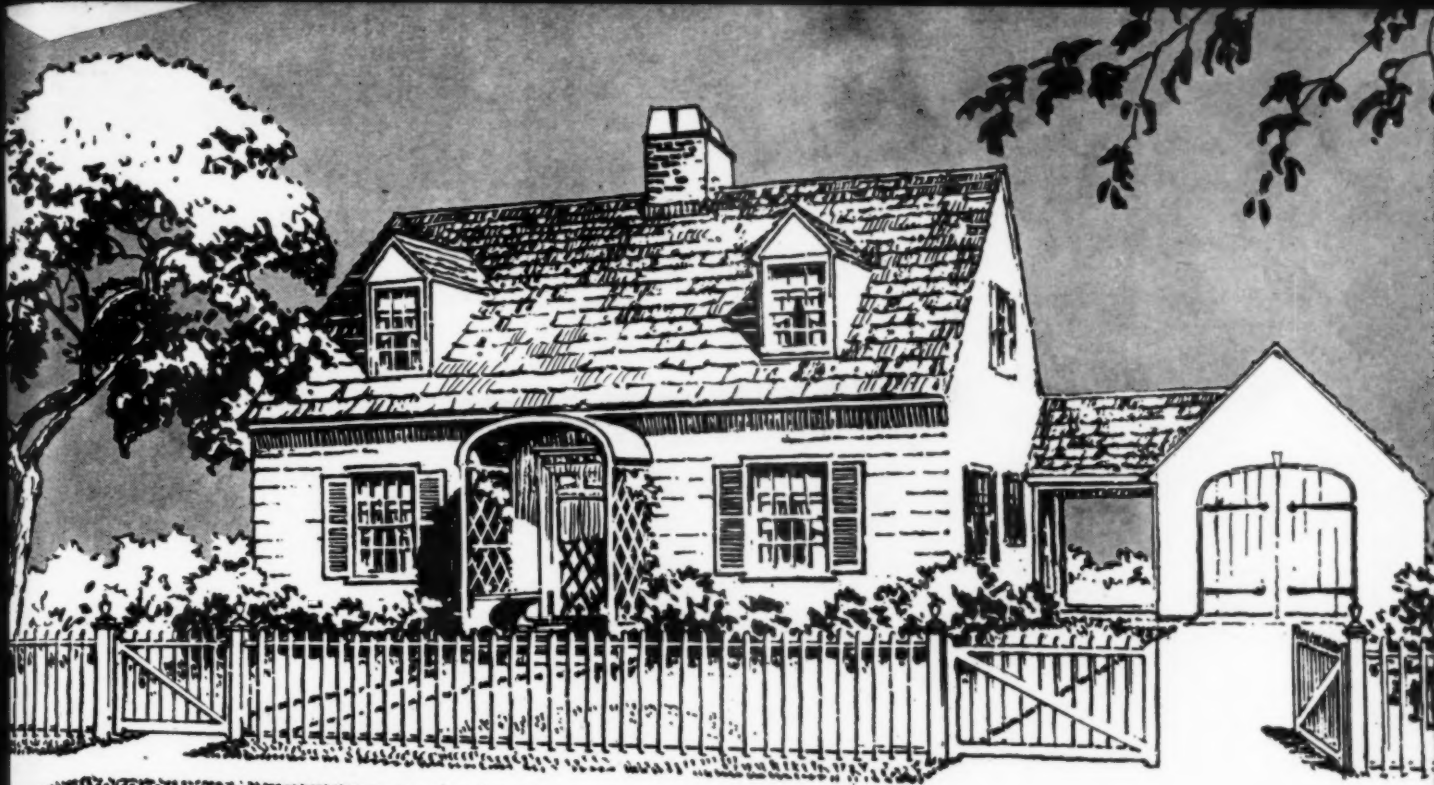
A Modern Feeling for City Living

THIS house is just enough off the traditional in its architecture to have a modern feeling, yet it contains rooms that meet the demands for ordinary, everyday living. In fact, the interior arrangement has many features which add up to uncommonly successful arrangement of furniture and traffic lanes. This house is by Home Builders Inc., Battle Creek, Mich.

The downstairs library and guest room, with the adjoining powder room, is an outstanding feature for a house confined to dimensions of 36 by 34 feet. The living room and dining room with wide expanses of glass overlooking a terrace at the rear are practical and salable features. The kitchen with breakfast bar and spaces for all equipment including a deep freeze cabinet spells efficiency.



BASEMENT PLAN



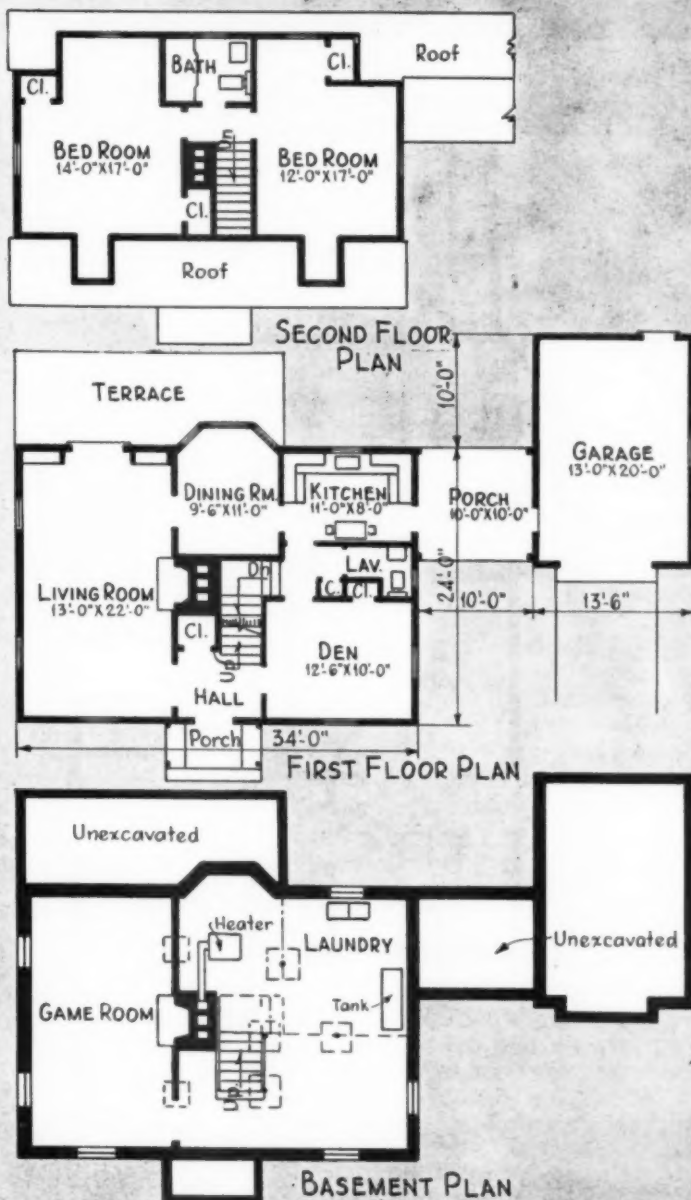
Cape Cods Are Always Popular In Any Locale

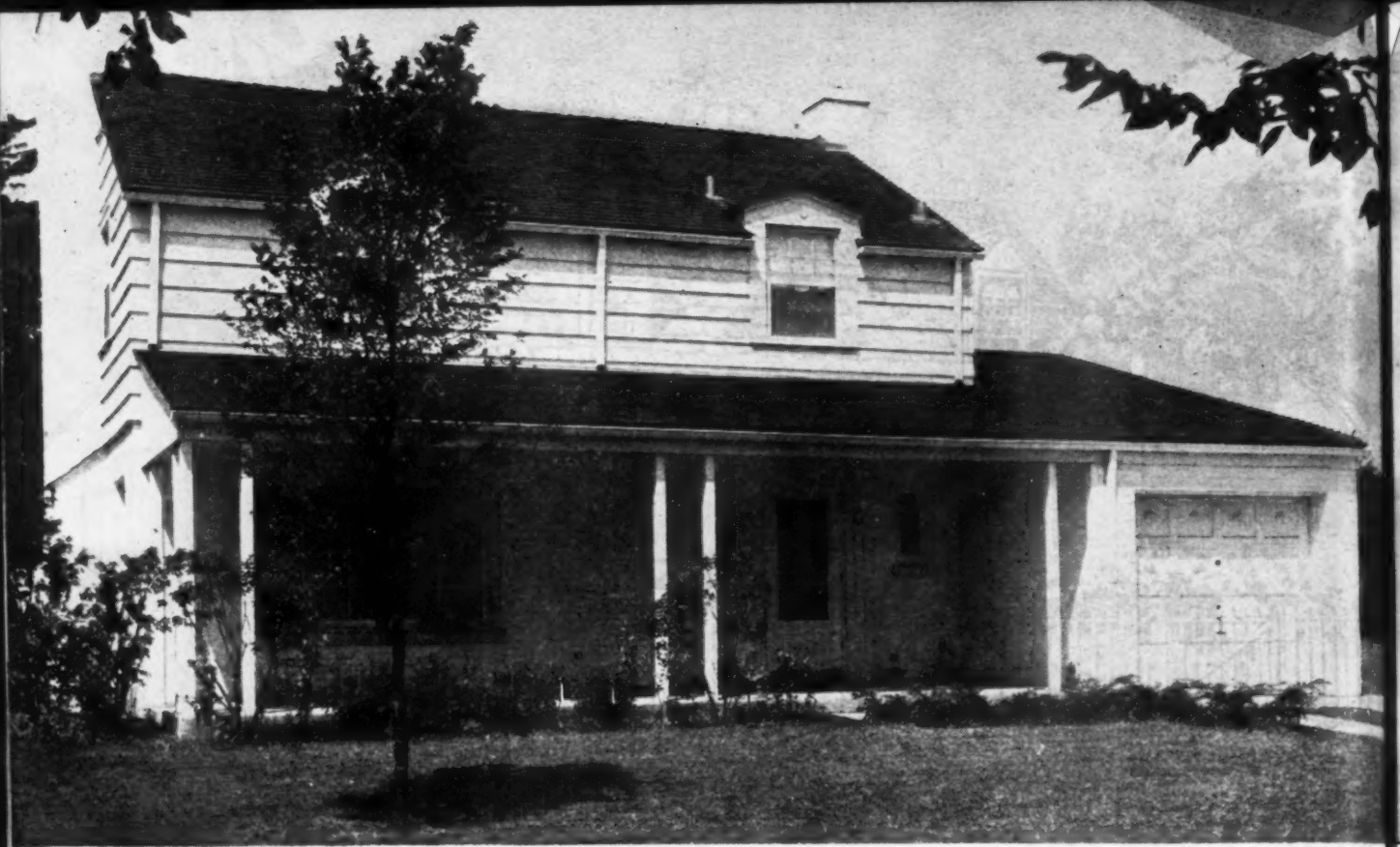
AS LONG as we build houses in this country, the Cape Cod type will be the favorite with a large percentage of the home-buying public. It has a heritage common to most of us and its general shape is a familiar part of almost any street scene in any city.

The attractive picket fence and breezeway between house and garage, plus the rose arbor over the front entrance and the cut-up windows make up the picture. Also the dormers and central chimney are characteristic.

This house by A. Raymond Ellis, West Hartford, Conn., has an exceptionally well designed floor plan. The first floor den or bedroom with a lavatory and closet room nearby off the hall is a good feature. There are three closets on the first floor. The dining room bay, and French doors at the rear of the living room overlook a terrace. The kitchen is U-shaped and has space for a breakfast table.

Upstairs are two bedrooms and a bath off the connecting hall. A full dormer across the back provides the needed space. The house has a complete basement neatly arranged.

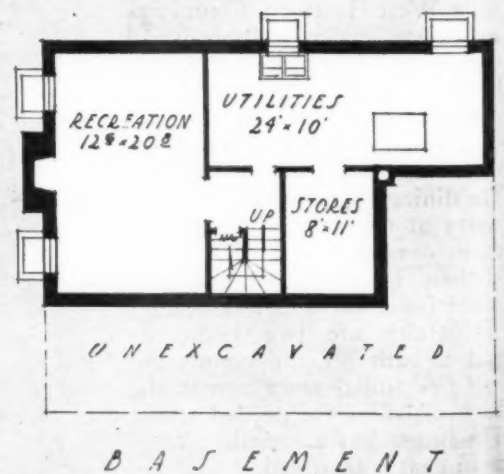
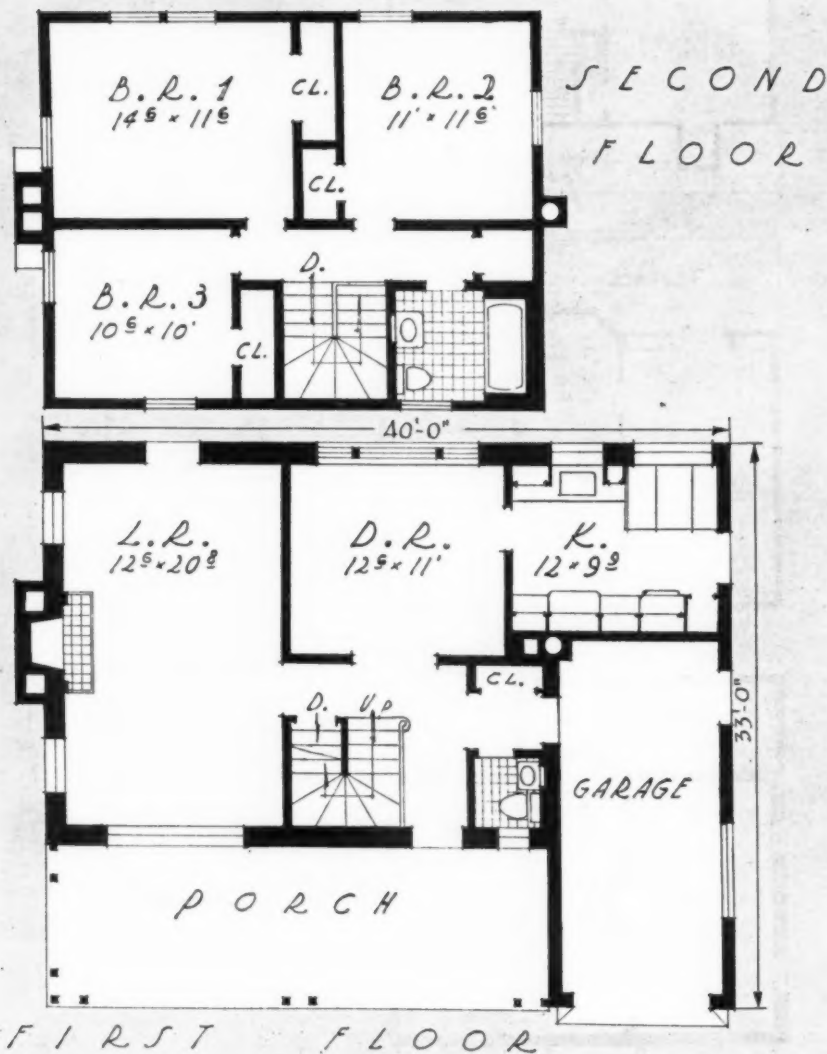




Six Rooms and Garage

STURDILY built homes like this one by William Joern and Sons, Chicago, have a lasting appeal. Up-to-date planning combines the six rooms and attached garage into a well-arranged layout; added features include basement recreation room, kitchen nook, convenient first-floor lavatory, good storage and rear terrace.

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50 HOME DESIGNS selected by the editors of **AMERICAN BUILDER**

Chosen as the best of the 500 entries in the Design Competition
of The National Association of Home Builders of the U.S.A.



New Design Portfolio for Builders

A new sales tool for builders—a deluxe design portfolio—features 50 homes selected by *American Builder* from 500 entered in N.A.H.B.'s 1945 competition.

THE Chicago Metropolitan Home Builders Association, in co-operation with the National Association of Home Builders, has arranged to publish a limited edition of a large, high grade portfolio of designs. The Association asked the editors of *American Builder* to select the fifty designs to be featured.

The portfolio is intended to interest prospects for post-war homes in building—the homes included in the portfolio. Working drawings will be available from the builders who entered them in the competition or from the architects who planned them, the Association says.

Kitchens to be engineered

Each page of the portfolio will contain the following details: a large rendering of the exterior view of the home, an easily understood drawing of the floor plan or plans of the house and a view of the kitchen, correctly engineered for the proper location of all essential kitchen equipment. This work is being planned by the kitchen planning division of one of the manufac-

turers of electrical equipment which has interested millions of women who are prospective home owners in its standards of post-war kitchen planning.

Invites prospects

Those who order now, in advance of publication, will be sure to get a copy for early use with veterans, who can secure priorities for finer homes immediately as told in the March *American Builder*, and other prospects for post-war homes.

As shown in the illustration, the portfolio can be used as window or counter display. It stands up like an easel, and promises to invite prospects to seek more information about building.

The cover in which the design pages are mounted is a loose leaf binder with a composition red cover which closely resembles leather. The dimensions are 13½ by 18 inches. It will be printed in two colors.

Gold embossing on the front cover will carry the following words: "Home Designs Selected by *American Builder* from 1945 De-

sign Competition of the National Association of Home Builders of U.S."

Widespread publicity

Perhaps the greatest value that this portfolio will have to home builders will be the tremendous publicity which will be given these designs throughout the coming year.

A newspaper mat service based on these fifty selected designs is being prepared for use by daily and Sunday newspapers throughout the country.

Widely read magazines, reaching into millions of circulation, will carry stories on various ones of these houses from time to time. Publicity of this character will refer to the fact that leading home builders are equipped with all of the fifty selected homes.

Other publicity channels are to be used which the Association was not prepared to announce in this advance story.

It seems only logical that many prospects will approach builders for more information on these houses which constitute the best cross section of the thinking of the leading home builders and their associated architects on post-war homes. For this reason it should become an excellent sales tool for the alert builders who make use of it.

NATIONAL HOMES FOUNDATION shows how to continue home building with proven products and a minimum of critical materials.

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No Strain on Critical War Materials Building With Structural Clay Products

THE February issue of *American Builder* told how the National Homes Foundation had carried on a research project to demonstrate to the War Production Board how home building could be continued during the war in areas where manpower is available without using critical sizes of lumber in building the shell of a house. Miles L. Colean, housing consultant, directed the research.

New techniques of building with concrete, prepared by the Portland Cement Association, were shown in the February issue. The latest non-critical building methods devised by

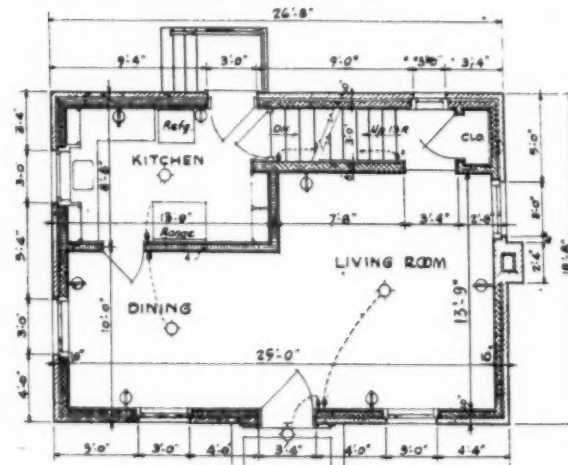
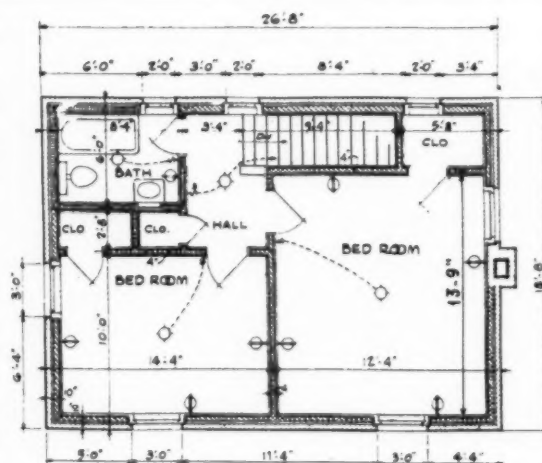
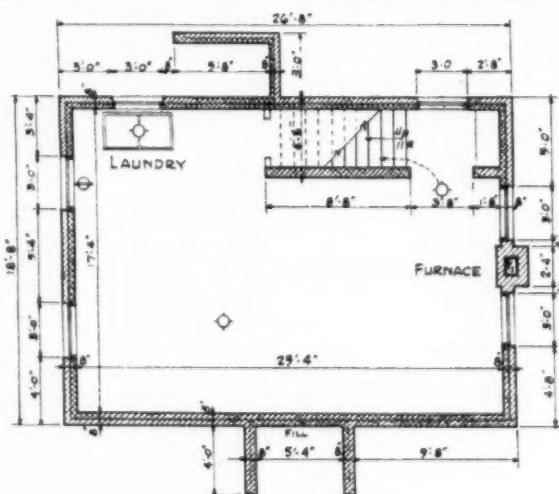
the gypsum industry and detailed by the Gypsum Association's technicians appeared in the March issue.

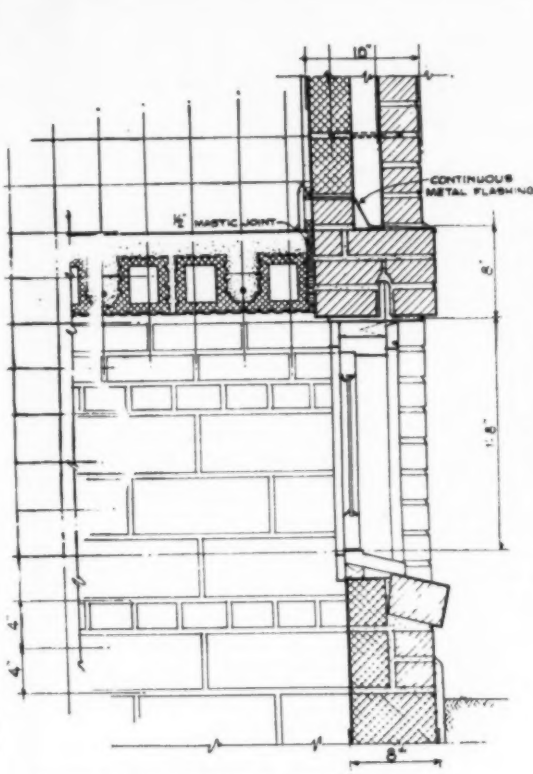
The Structural Clay Products Institute provided the construction details shown here in the third of the series. The house design on which the details are applied is incidental to the presentation of the structural drawings which are intended for application to any style and plan of house a builder wishes to build.

The application of structural clay brick and tile shown in these drawings is based on the 4" modular method of construction and features the 2" cavity wall. Exterior is brick

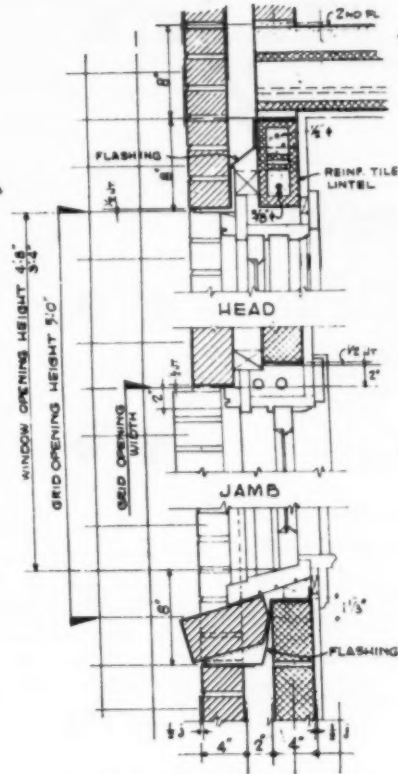
with hollow tile back up. Inside partitions are hollow tile. Precast tile joists with a 2" concrete topping are recommended by Structural Clay Products Institute for floor construction to conserve on 2" x 6" and 2" x 8" wood members which are very critically needed for war uses.

Tile basement walls rest on brick footings as shown in the cross section on the extreme right of the opposite page. The same section also shows the basement floor built of tile with a 2" covering of concrete. Study should be given to the detail on reinforced tile lintels. Next month—building with non-critical lumber.

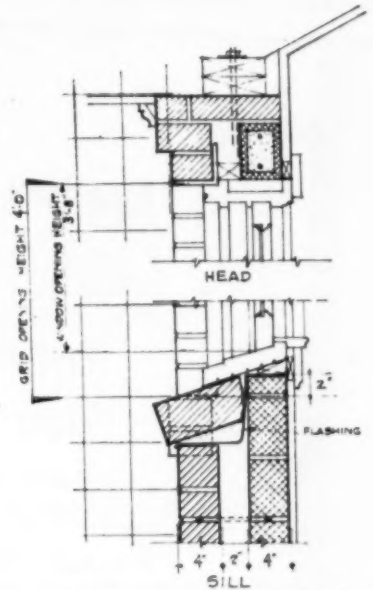




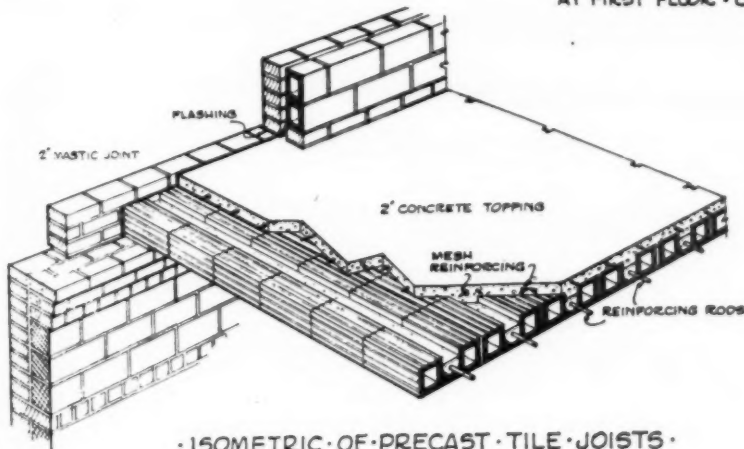
• TYPICAL BASEMENT WINDOW •



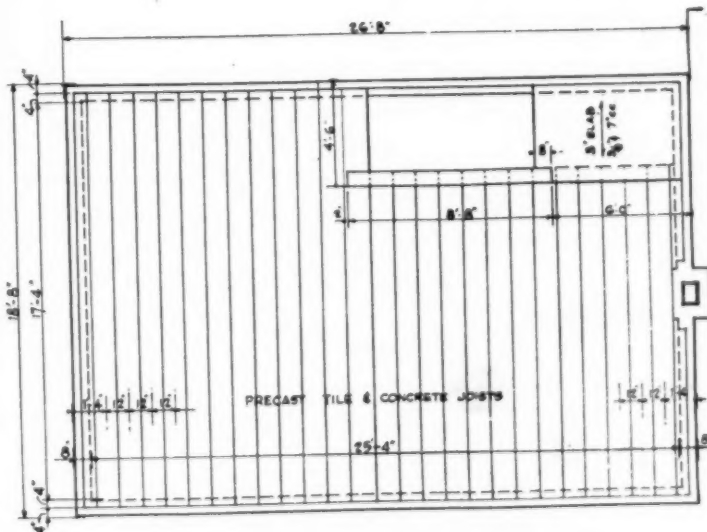
MASONRY INSTALLATION DETAIL
FOR WOOD DOUBLE HUNG WINDOW
AT FIRST FLOOR • CASE A •



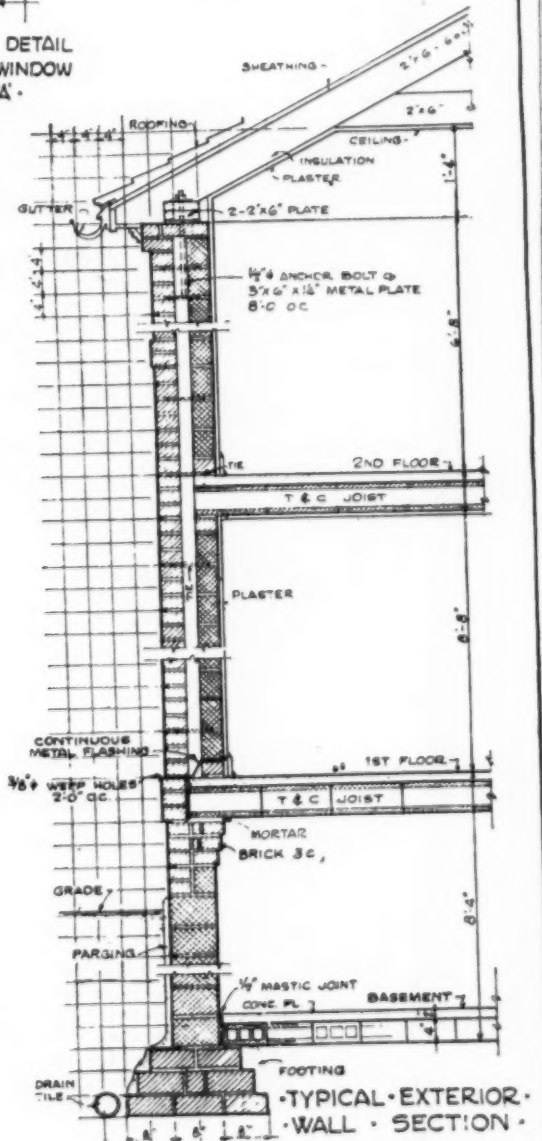
MASONRY INSTALLATION DETAIL
FOR WOOD DOUBLE HUNG WINDOW
AT SECOND FLOOR • CASE B •



• ISOMETRIC OF PRECAST TILE JOISTS •



• FIRST FLOOR FRAMING PLAN •



• TYPICAL EXTERIOR WALL SECTION •

HANDY NOTEBOOK WORK SHEETS

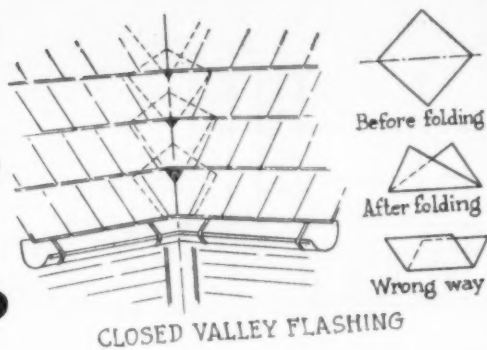
American Builder JOB HELPS

Prepared by
Don Graf

Builders' short cuts, time savers and how-to-do-it ideas for use in office or on the job. A continuing editorial feature appearing monthly. Sheets or notebooks are not for sale or available in any other form.

HOW TO REPAIR CLOSED VALLEYS

AMERICAN BUILDER HANDY NOTEBOOK WORK SHEETS



CLOSED VALLEY FLASHING

In a closed valley covered with shingles the flashing pieces should be folded diagonally so that they may be readily pushed up under the shingles but over the top of the old flashing. If nails interfere too much they may be cut off under the shingles with a plumber's chisel or flat, sharp cold chisel.

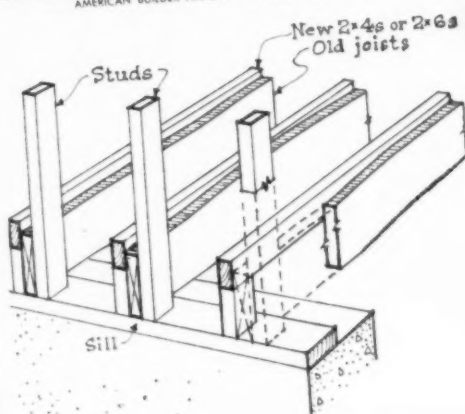
The first piece should be shoved up until the upper point of the sheet is at least 2" above the butts of the second course. The lower point of the piece should show below the butts of the course except at the eaves. As each piece is placed it may be nailed through to the valley rafter in the small triangular area which has been darkened in on the drawing, the nail head being covered by the next piece above.

On a well nailed wooden shingle roof flashing pieces may not require nailing as the pressure of the roofing material will hold them in place.

The size of the sheets will depend upon the height of the shingle courses. If well done, this method will make a permanent repair.

HOW TO REPAIR SAGGING FLOORS

AMERICAN BUILDER HANDY NOTEBOOK WORK SHEETS



Sagging floors may be caused for several reasons: 1) settlement of foundations, 2) warping of joists, and 3) inadequate strength of joists.

Often it is possible to strengthen the floor by jacking up the sills and beams upon which the joists rest, providing the joists themselves are straight. Grouting should be placed under the supports—not wood shims.

If sagging is due to undersized joists or warping, the old floor should be removed and additional pieces installed alongside the existing joists, as shown in the illustration. The new pieces should be absolutely straight, carefully leveled to extend $\frac{1}{2}$ " above the crown of the highest point in the existing framing. The new pieces should be securely nailed through drilled holes with 3" spikes 12" o/c to the old joist and the ends should be supported on stub pieces, as shown. Diagonal bridging should be replaced in rows 8'-0" o/c.

HOW TO COMPARE INTERIOR FINISH COSTS

AMERICAN BUILDER HANDY NOTEBOOK WORK SHEETS

The figures given in this list are for comparison of costs rather than to serve as an estimating guide. Building material costs vary widely with type of structure, size of job, transportation, availability and other factors so that in no case should these figures be used as the basis for a contract. Figures have been taken from material compiled by the Navy Department for use in the Eastern zone of the United States.

Material	Cost per square foot		Total
	Delivered	Placing	
25 32" gypsum plaster, wood lath	\$0.04	\$0.09	\$0.13
25 32" gypsum plaster, metal lath	.08	.08	.16
25 32" gypsum plaster, lath board	.05	.07	.12
25 32" Keene's cement plaster, wood lath	.05	.11	.16
25 32" Keene's cement plaster, metal lath	.08	.11	.19
25 32" Keene's cement plaster, lath board	.06	.09	.15
Matt glazed tile	.45	.35	.80
2" hollow glazed tile	.80	.28	1.08
3 4" Tennessee marble, polished	1.10	.50	1.60
1 2" Tennessee marble, polished	1.10	.50	1.60
7 8" slate	.50	.50	1.00
2" x 8" x 16 1 4" terra cotta, architectural	.70	.44	1.14
11 32" synthetic resin plastic panels	.55	.17	.72
3 4" structural glass panels	2.50	.50	3.00
25 32" pine wainscoting	.08	.12	.20
25 32" knotty pine wainscoting	.10	.12	.22
1 2" plywood board	.08	.10	.18
25 32" hardwood paneling	.35	.63	.98

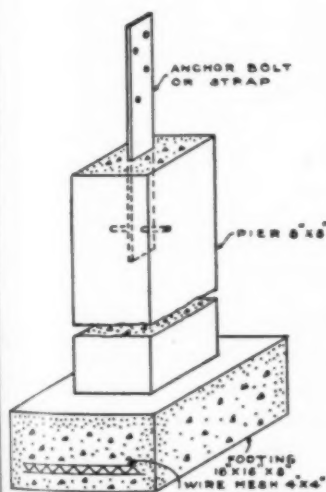


How-To-Do-It Pointers

How To Build Solid Footings

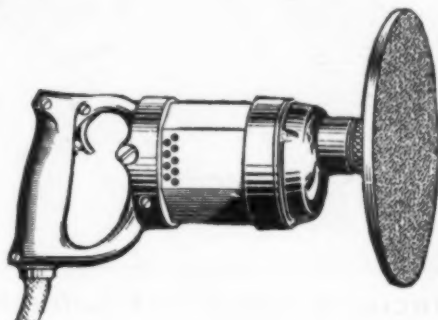
FOOTINGS for walls and piers are made in many different ways, the size, design and construction depending upon the load to be carried. A footing should be made strong enough to carry the dead weight of the wall or pier and also the live and dead weight imposed on the wall. In general, a footing for a foundation wall or pier for light frame construction should extend no more than four inches beyond each side of the wall or pier, unless the footing is reinforced or tapered.

The thickness of the footing should be ten to twelve inches. If key ways are used, they should not impair the strength of the footing. That portion of footings which is above frost line should be tapered slightly toward the top so that the heaving of the soil will not tend to heave the footing. Once frost gets under footings it will raise them.



How To Speed Work With Disc Sander

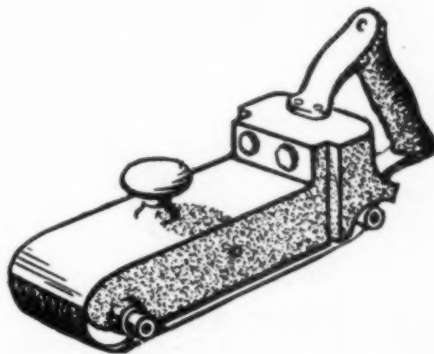
THE surfacing of lumber for interior trim and cabinet work has always been a laborious job for the carpenter. Part of this work was formerly done with a smooth plane and by hand sanding. Better classes of cabinetwork were surfaced with a scraper. Today, this type of work can be well done by the use of portable hand sanding machines. Disc sanders come in different sizes and types but they all serve the same purpose. That is, getting into corners and edges where belt sanders can't reach. Disc sanders go against the grain as well as with it, but a quick use of a belt sander will remove the crossgrain marks. Many disc sanders, especially for floor work, have a bag to catch the dust.



How To Handle Belt Sander to Advantage

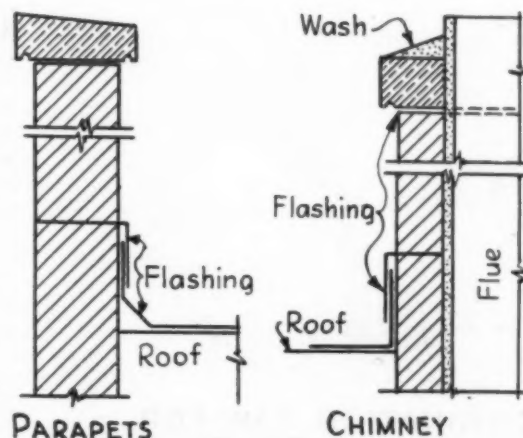
PORTABLE hand sanders of the belt type are built in various sizes and shapes, and can be operated from an ordinary electric outlet. The sanding belts are usually from two to four inches wide and can be changed easily when they become worn. Sand belts can be obtained in many different grits for surfacing different types of work, and even for grinding edged tools. Knowing how to operate a sander is important. Machines can be damaged by bad adjustment, and time wasted as well as inferior work resulting. Manufacturers of belt sanders supply directions that are important to successful operation of their machines.

In general, don't press the machine down hard as this slows the motor and causes dangerous over-heating.

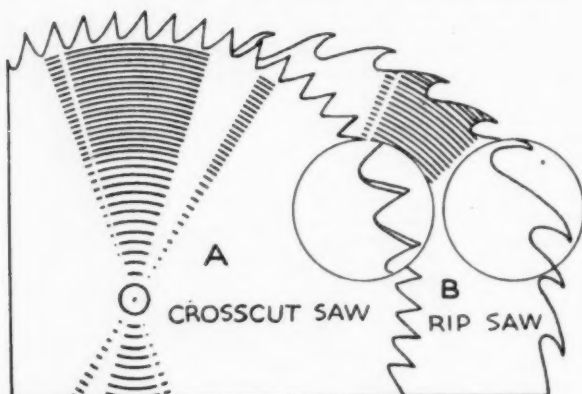


How To Flash Parapets and Chimneys

PARAPETS should be faced with the same quality materials on both sides, and the roof side left exposed the same as outside. Through flashing should be placed in the mortar bed under the coping unless it is of an impervious material with water-tight joints. If the coping provides suitable drip, the flashing may stop at wall. Brick Manufacturers Assn. says chimneys also should have through flashing.



How To Know Circular Hand Saw Blades

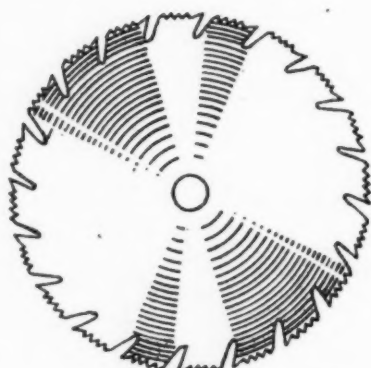


CIRCULAR CROSS CUT AND RIP SAW

It is important that the right type of saw blade be selected for a given job. The illustration at the left shows a crosscut and a rip saw, each having an enlarged view within a circle. Several saw blades should be kept on the job for change-over.

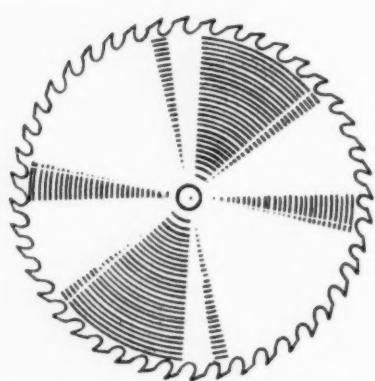
How To Use a Combination Circular Saw

COMBINATION saws can be used for cross-cutting, ripping and mitering. This saw has four cutting teeth and one raker tooth to each group. The gullets are large and deep to provide good clearance. This circular saw can be fed into the material as fast as a saw particularly designed for crosscutting or ripping. However, an extra saw should be kept on hand.



COMBINATION SAW FOR RIPPING OR CROSS-CUTTING

How To Select a Tough Work Saw



COMBINATION SAW FOR ROUGH WORK

ROUGH WORK saws usually come in for a lot of grief but with a circular saw of the type shown at the left much satisfaction will be realized. In the first place, this kind of saw blade will operate on less power than others, and it is distinctly easy to sharpen. Another combination saw (picture not shown) is hollow ground so the teeth are thicker than the body of the saw. This gives clearance for the body of the saw to reduce over-heating.

Another o

Stairway Details Are Necessary if Good Construction is to Result

By R. J. Alexander

THE building of finish stairs is one of the finer parts of carpentry work and calls for accuracy as well as good workmanship.

There are several different types of stair construction including stairs built on carriages, housed stringers and open stringers, either built on the job or in a mill. The detail plate on the opposite page showing a typical two-story Colonial style stairway gives accurate dimensions and plan drawings and elevations that will be helpful in building this type of stairway.

There are three rough carriages or horses with the rise and run cuts on them. A sectional view at the lower right corner of the page shows the face stringer and method of support by studs.

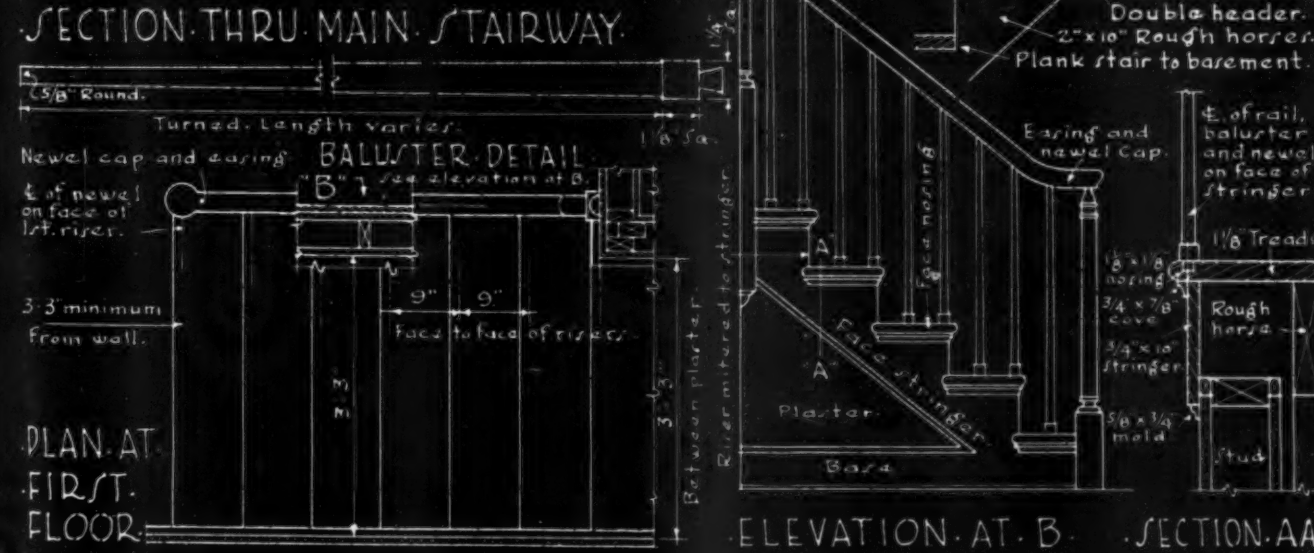
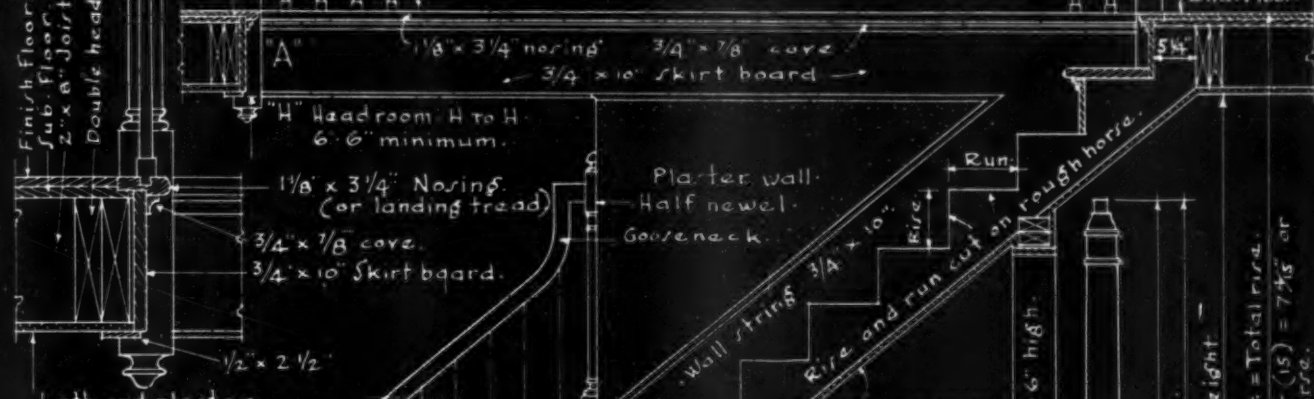
A detail at the upper left corner explains the upstairs corner and how the nosing, cove and skirt board are applied. A plan at the 2nd floor ($\frac{1}{2}$ scale of section drawing) further explains the stairway in relation to the well, and gives a minimum dimension for the upper landing.

On this particular detail sheet, the total rise is 9 feet 1 inch from finish floor to finish floor. This dimension divided by 15, the number of risers, gives a riser cut of 7 $\frac{4}{15}$ inches on the rough horses or carriages. You will notice that the ceiling height is 8 feet 2 inches.

Factory-built stairs often have the treads and risers so they can be wedged and glued into the stringers. Two-by-ten rough horses are shown for the stairway to the basement, and treads are planks.

The University of the State of New York through their State Educational Department has a book on the use of hand tools and portable machinery from which the how-to-do-it items on this page have been reproduced.

NO. D.5.. DETAILS OF MAIN STAIRWAY TWO STORY COLONIAL HOUSE



Stability for the Construction Industry

By Beardsley Ruml

Chairman, Federal Reserve Bank of New York and Treasurer of R. H. Macy & Co.

Congress should stabilize construction industry — and assure steady employment.

TODAY everyone agrees that the elimination of mass unemployment is the first requirement for the post-war period. The demonstration of what we and others are able to produce under the rules of a war-time economy, is unanswerable evidence of what machines and men and organization can accomplish if their technical capacities are given full rein.

But it would be folly to expect that business can make the transition from full war-time employment to high peace-time employment without co-operation from government at every level: federal, state and local.

Success in the attack on unemployment in the post-war period requires a commitment on the part of government that, through an explicit fiscal and monetary policy it will act when business, as business, cannot act to sustain employment and effective demand.

To put it another way, it is inescapable that the national government, through a clear and workable fiscal policy, must complement and supple-

ment the activities of private enterprise in maintaining high production and high employment. But there must be no public spending for its own sake and no projects undertaken by the Federal Government merely because they support purchasing power in general. Budget estimates should be based on the efficient and economical carrying-out of worthwhile activities to accomplish our national purposes.

Public works should be planned not to balance the whole economy, but to help toward stabilizing the construction industry, one of the basic industries of our country. The objective

should be to provide, in this industry, continuous activity within agreed limits throughout the year and over the years. This would require advance planning of public works (federal, state and local), careful scheduling both in financial and geographic terms, and the holding back of a large reserve of optional projects.

Holding Back Public Works

Even though some general unemployment might exist, if there is still normal employment in the construction industry, it would be wiser to hold back those public works not urgently needed for public safety and welfare. There are other effective weapons that can be used to fight unemployment. It would only make the business outlook worse to create such a high a level of employment in the construction industry that it would not be maintained; a level that could say to all who could hear, "Crisis ahead!"

(Continued to page 150)

CATALOGS and HOW-TO-DO-IT INFORMATION

121—NEW FLEXIBLE HEATING IDEA—for zone-conditioned homes comes out for post-war building in the form of an announcement by Payne Furnace Co. (formerly Payne Furnace & Supply Co.) of Beverly Hills, Calif. This new method of zone-heating a house is explained in a colorful booklet, and it is good information to have on hand.

122—SELF PRIMING CENTRIFUGAL PUMPS—is the title of a new booklet by Marlow Pumps, Ridgewood, N. J. These modern pumps are a new type and will fit into many uses from taking water up to tanks atop tall buildings to pulling it out of a deep well for private residence use. The booklet is written simply and has illustrations that do justice to the text.

123—MORE AND MORE WINDOWS—will be the cry of home buyers when the green light is given builders to go ahead and supply the demand. Curtis Companies Service Bureau, Clinton, Iowa, realizes this and has available a booklet full of photos showing houses with different types of windows, and new treatments to answer the home buyers' demands.

124—PLASTICS FOR BATHROOM FIXTURES—is the subject of a folder recently created by the Commonwealth Products Co., Philadelphia, describing bathtubs and showers made of Amerform plastics. The leaflet tells in an interesting manner the manufacturing methods and application of thermoplastic linings.

125—AUTOMATIC BOTTOMS FOR DOORS—give what the Thermal Co., Philadelphia, call a Thermal-guard to stop drafts under doors. Two leaflets explain that the door bottoms have no levers, no coil springs, no felt, no cams, and never need oiling. They avoid scraping any kind of floor, so are applicable at any place.

126—WHAT PAINT TO USE WHERE—is the theme, and the answer is given by a practical paint guide offered by the American-Marietta Co., 43 East Ohio St., Chicago. The guide is of convenient pocket size and works on the principle of a slide rule. It gives the exact kind of paint to use on any kind of surface, as well as much other information pertaining to good painting. Really a remarkable guide.

127—BOOKLET ON POST-WAR HOUSE HEATING—The Institute of Boiler and Radiator Manufacturers recently published a booklet entitled I-B-R Installation Guide No. 1. It covers the installation of one pipe forced circulation hot water heating systems for buildings having a heat loss not exceeding 60,000 B.T.U. per hour. The booklet shows floor plans of a typical house and how to place the heating system.

128—MANUAL OF BETTER HOME WIRING—comes from Westinghouse Electric and Manufacturing Co., Pittsburgh. The idea of the booklet is to give practical information on how and where to wire so that not only present-day loads will be adequately served, but future possible requirements will be taken care of. This is a thoroughly prepared booklet full of useable information on house wiring.

SERVICE COUPON—CLIP and MAIL to CHICAGO

Readers Service Department,

(April, 1945)

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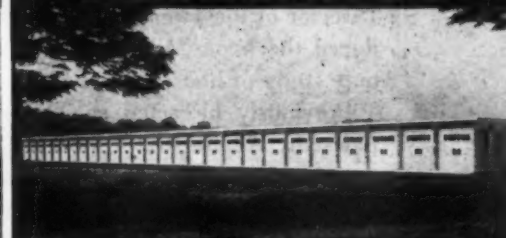
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HOUSE BEAUTIFUL

announces the addition of
Miles Colean
 well-known housing authority
 to its editorial staff



Miles Colean joins House Beautiful as liaison officer between you, us and Postwar Prosperity.

Eminent authority on housing and building, Mr. Colean has recently served as Housing Research Director of the Twentieth Century Fund... and produced the book "American Housing," the first and only study of housing as a business.

Previously he acted as Technical Director and Assistant Administrator of FHA, instituting many practices now used by the Housing Industry. Mr. Colean has also engaged in private practice; has been associated with Holabird and Root, and with Starrett Brothers and Eken, Inc.

In his capacity as consultant at House Beautiful, Miles Colean will meet with builders and manufacturers to help interpret postwar consumer needs for industry's use. He will advise with you on the de-

signing and merchandising of your products to meet those needs. We believe his advice can be of great value to you. For he has the best perspective of anyone in or out of the building field. Mr. Colean is, for example, largely responsible for FHA's nationwide system of housing standards; for introducing our minimum residential construction requirements and our land-planning standards for sub-divisions.

House Beautiful is proud to welcome Miles Colean. His addition greatly strengthens this magazine's down-to-earth, practical editorial policy... a policy that faces the facts of life and *does* something about them.

Mr. Colean's offices are in Washington, D. C. If you wish to confer with him, write Editor Elizabeth Gordon, House Beautiful, 572 Madison Avenue, New York 22, N. Y. asking her to arrange it.

YOU KNOW IT'S RIGHT WHEN

It's Right from
HOUSE BEAUTIFUL



"I'll be right over..."

Again YOU are wanted on a re-siding job.

It comes to you because of your reputation in the community... built up on faithful past performances.

It comes to you because your word can be depended upon... and, to your neighbors, your word is as good as your bond.

It comes to you because Smith, down the street, knows that you won't skimp on materials... that you'll give him the best he can get for every dollar he invests.

We're with you 100 per cent. Protection and durability are carefully designed into Flintkote Asbestos Sidings in the laboratory... built into them at the factory... and proved in hard service the country over.

Rigid Flintkote standards of manufacture and testing *are your guarantee* of giving your neighbors *extra* years of service, at no extra cost... not only on sidings, but on shingles, on insulation, and all the other Flintkote Building Materials.

Count on these standards, always, to help protect your reputation in your community.

The Flintkote Company 30 Rockefeller Plaza, New York 20, N. Y.

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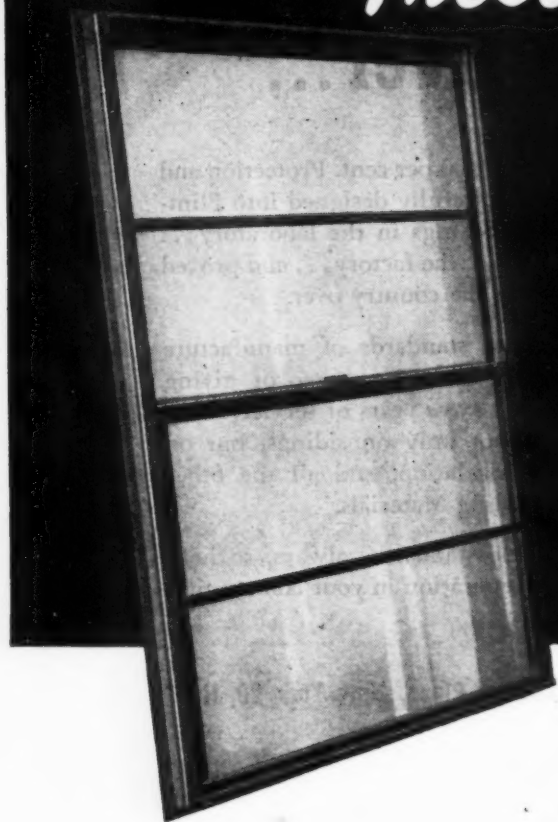
THE EXTRA YEARS OF SERVICE COST NO MORE!



These new, low-cost

ALUMINUM WINDOWS

**add extra value
to any house!**



Here's a line of aluminum windows that will give your new houses real sales appeal. They are superior windows of excellent design and workmanship — windows that fairly shout "QUALITY" to every prospective buyer.



These trim, smart-looking windows are neutral in color. They blend harmoniously with the color schemes of interior finishes and the exterior materials of construction. Their low maintenance costs, permanent weather-tightness, and ease of operation appeal to all.

And most important to you, a builder, is the fact that they will be sold at prices you'd expect to pay for any good window.



These new aluminum windows will be available as soon as Government restrictions on residential building and materials are lifted. They'll be made in stock sizes—9 double hung and 8 casement—and may be obtained in any of several different muntin arrangements.

As you plan your postwar building developments now, be sure you include these new aluminum windows. Investigate today. Write for a Free copy of our new descriptive booklet, "A Better Sales Outlook."



THE ALUMINUM WINDOW CORPORATION

A subsidiary of General Bronze Corporation

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Long Island City 1, N. Y.

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LET ME BRING YOU up to the minute on what's going on behind Spencer Heaters.

Check any survey on the number of people who plan to buy airplanes as soon as possible after the war . . . and you'll be amazed at how air-minded the American people have already become. And you'll get a very good idea how highly respected are the engineering "know-how" and ingenuity of organizations like The Aviation Corporation.

That will make the name The Aviation Corporation a selling point for men who will include Spencer Heaters in the homes they design and build in the post-war "air age."

But a more important and unique

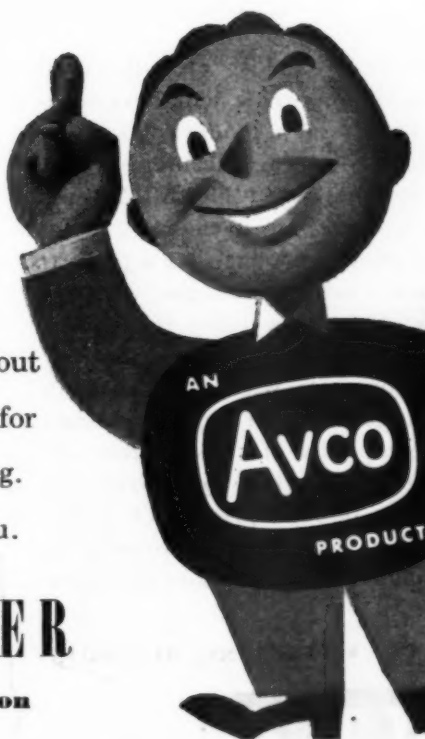
"I've just seen something good!.."

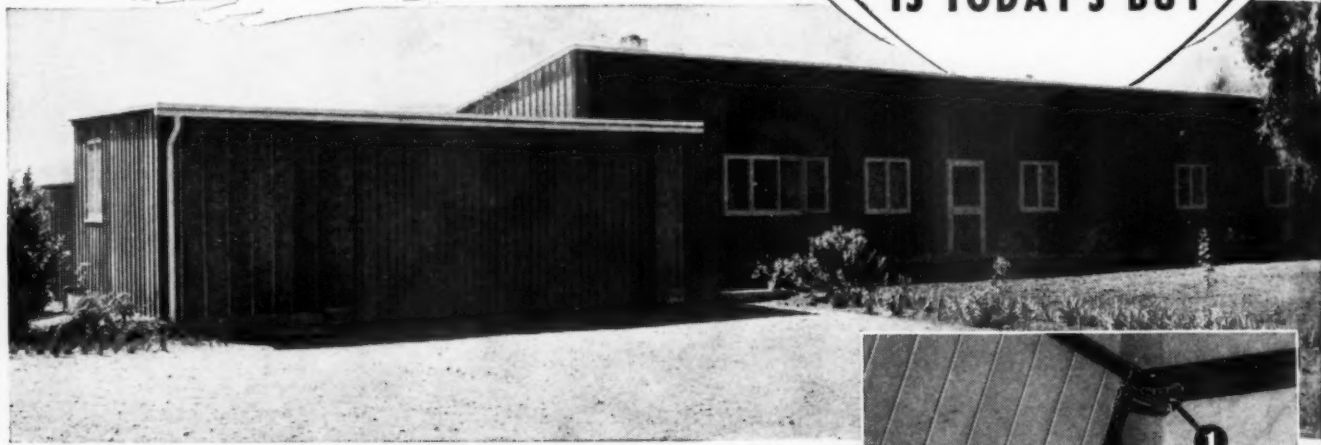
selling point will be the remarkable advances built into the Spencer Heater line itself by the combined experience of the engineers of Spencer and The Aviation Corporation.

Spencer is worth knowing more about before you write the specifications for the post-war homes you're planning. We'll be glad to discuss it with you.

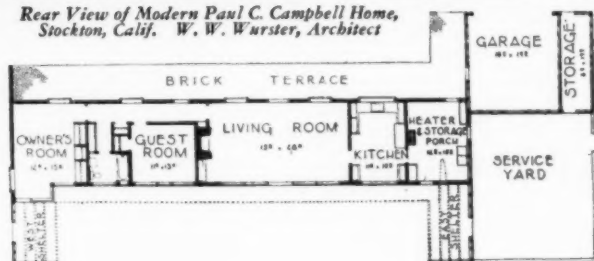
SPENCER HEATER

Division—The Aviation Corporation
Williamsport, Pa.





Rear View of Modern Paul C. Campbell Home,
Stockton, Calif. W. W. Wurster, Architect



THE choice in the "Over-Head" field! "Over-the-Top" Door Equipment for homes of tomorrow will have many striking examples of acceptance in such modern homes as shown above. You can now see the selling advantages. Plan with this unique product from the line of FRANTZ Guaranteed BUILDWARE for today's home improvements*, or for Postwar new homes. Yes, this proven product has a pre-war reputation today that offers postwar sales advantages (or when restrictions are lifted) because: (1) Adaptability to modern homes with architecturally designed one piece doors, or (2) "Over-the-Top" equipment operates with equal ease on standard stock doors (joined together with angle iron and bolts furnished), (3) Unusual simplicity of construction and operation affords a striking sales appeal when your clients are offered over-head convenience at a popular price. "Over-the-Top" door equipment is available (when proper priority is furnished) for industrial and commercial application on doors up to 12' high by 18' wide.

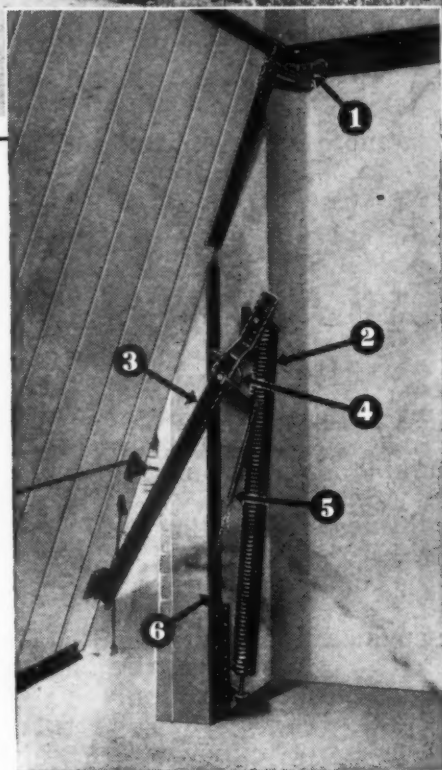
FRANTZ MANUFACTURING CO. • STERLING, ILLINOIS

If you have experienced any difficulty in obtaining Frantz Products, it is due to preference being given to War Production.

FRANTZ
Guaranteed BUILDWARE



**EXTREMELY MODERN
OR MODERATELY SO**
"OVER-THE-TOP"
(TRADE MARK REG. U.S. PAT. OFF.)
**DOOR EQUIPMENT
IS TODAY'S BUY**



(1) Hangers have roller bearings for easy operation, fibre wheels for silence. Can't be derailed. (2) Power springs are over-size. (3) Channel iron arms transmit spring power through a smooth arc. (4) Automatic brake stops door at full open or closed position. (5) "Automatic opener" starts door upward as latch is released. (6) Steel weather strip keeps weather out; simplifies and speeds up installation by locating holes for bolts and lag screws.

*GOOD NEWS FOR PRESENT HOME OWNERS

Maintenance Mortgage funds are now readily available on existing mortgages. The Federal Home Loan Bank has approved the extension of mortgages enabling the making of home improvements, such as the addition of garages, or their modernization. This new flow of money should release about a billion dollars a year in home Repair, Rebuild, Remodel work where materials and manpower are available.

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POST-WAR PREFERENCE POINTS TO... PLYWOOD

● Here's the hall and stair-well of an all-plywood, dri-built home, designed by Julius Gregory, New York architect.

Notice how the Bayott Weldwood walls combine the striking beauty that the public will demand in post-war homes with the advantages of dri-wall construction . . . in one durable Weldwood Hardwood Panel.

The public will demand modestly priced post-war homes with beautiful, unusual interiors.

You will be able to meet this demand . . . by building with Weldwood Plywood.

There's the advantage of dri-wall construction with its speed and, consequently, lower labor costs. Houses are ready for occupancy quicker, too.

You can obtain striking interior effects with Weldwood Hardwood Plywoods. Mahogany, Walnut, Oak, Birch . . . variety that enables you to offer color and style for every

taste at a cost all your customers can afford.

For walls you want to paint or paper, economical Weldwood Utility Panels give you a permanently smooth hardwood undersurface . . . free from grain-raise and checking.

No worry about future trouble, either. *Weldwood Plywood Panels are guaranteed for the life of any structure in which they are used.*

Be sure you're ready to capitalize on the tremendous public acceptance for Weldwood when post-war building begins. More information is yours for the asking.

Waterproof Weldwood, so marked, is bonded with phenol formaldehyde synthetic resin. Other types of water-resistant Weldwood are manufactured with extended urea resins and other approved bonding agents.

THE MENGEL FLUSH DOOR

Light . . . Strong . . . Permanently beautiful. Matches perfectly with Weldwood Walls.



WELDWOOD Plywood

Weldwood Plywood and Plywood Products are manufactured and marketed by

UNITED STATES PLYWOOD CORPORATION THE MENGEL COMPANY

New York, N. Y.

Incorporated
Louisville, Ky.

Distributing units in Boston, Brooklyn, Chicago, Cincinnati, Cleveland, Detroit, High Point, Los Angeles, Newark, New York, Oakland, Philadelphia, Pittsburgh, Rochester, San Francisco, Seattle. Also U.S. Mengel Plywoods, Inc., distributing units at Atlanta, Jacksonville, Louisville, New Orleans. Send inquiries to nearest point.

HERE'S WHY YOUR CUSTOMERS

WILL WANT WELDWOOD:

STRUCTURAL ADVANTAGES

Dri-wall construction cuts building time as much as six weeks . . . eliminates dangers of warping, swelling and cracking in sash and woodwork due to the tons of water in plaster walls. All standard grades of Douglas Fir plywood are made in Weldwood's giant West Coast plants.

DECORATIVE FEATURES

Weldwood . . . in genuine mahogany, walnut, oak, knotty pine, figured gum, birch and Weldtex (striated Weldwood) . . . achieves the warmth and beauty of wood-paneled rooms at unbelievably low cost. Modern streamlined production has made this possible.

Inexpensive Weldwood Utility Panels, with satin-smooth hardwood faces, provide ideal wall surfaces for paper or paint . . . never show checking or grain-raise.

ECONOMY

Final results balanced against investment show Weldwood Plywood construction to give far more value per dollar than old-fashioned materials.

Because Weldwood can be installed rapidly . . . inside and out . . . building time is cut down, with resultant savings in labor cost.

DURABILITY

Weldwood Plywood Panels are crack-proof and are guaranteed for the life of the building. Weldwood walls are permanent walls, requiring no upkeep.

$\frac{2}{3}$ of the Postwar Homes are being planned by families with children



$\frac{2}{3}$ of all the postwar homes will be built or bought by America's Biggest Home-Building Market—families with children. This fact was established by a recent nation-wide survey made by the War Production Board, Office of Civilian Requirements.

Parents will be America's most active market in the home building field of tomorrow!

For 18 years, PARENTS' MAGAZINE has been concentrating 100% of its growing circulation in America's Biggest Home-Building Market—the market where your biggest sales will be made.

Each month, PARENTS' MAGAZINE devotes more space to BUILDING than does any other

women's general or weekly magazine. It is helping to shape postwar home building plans of more than 725,000 families with children and of better than average incomes, in your biggest market.

By using PARENTS' MAGAZINE, manufacturers of building materials and equipment will reach this important market—now!

*Advertise to America's
Biggest Home Building
Market!*



PARENTS' MAGAZINE

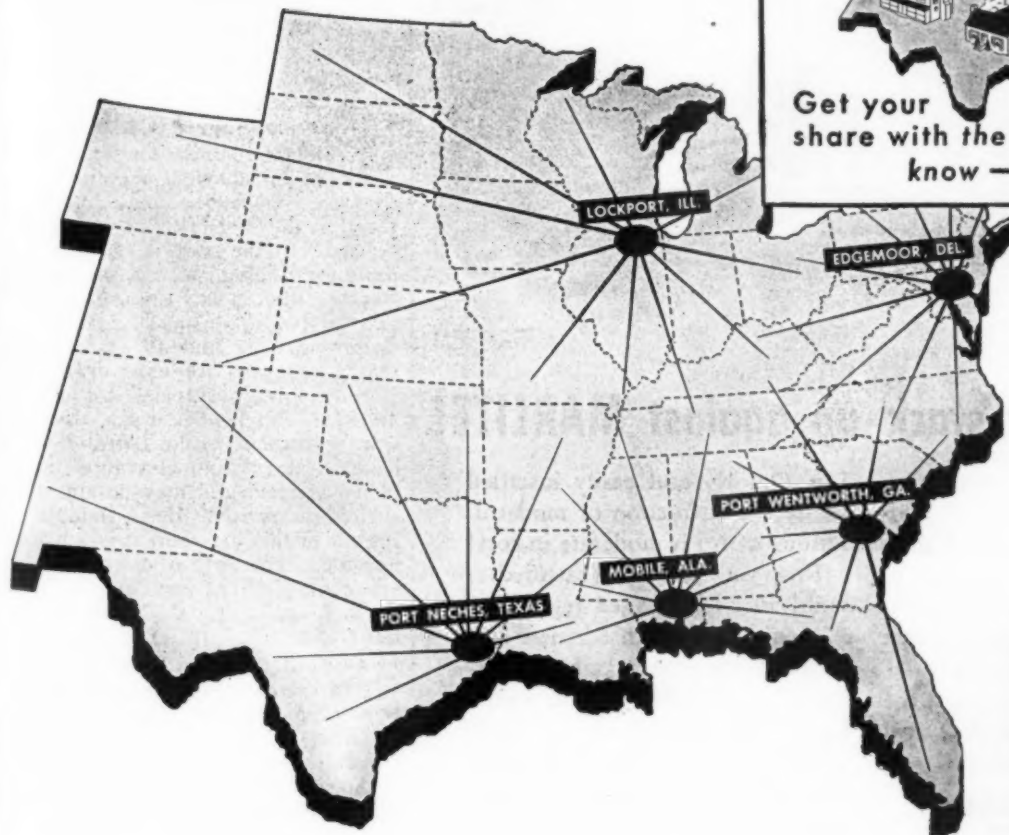
52 VANDERBILT AVENUE, NEW YORK 17, N. Y.
CHICAGO • BOSTON • ATLANTA • SAN FRANCISCO

**Are you getting your
share of this big
roofing market?**

**MORE THAN 2 MILLION HOMES NEED
RE-ROOFING EVERY YEAR!**



Get your
share with the name that millions
know — **TEXACO**



**Contractors and builders are assured
convenient sources of supply for
Texaco Asphalt Roofing Products...**

**TEXACO SOLID ROOFING
ASPHALT** is supplied from
two of Texaco's great
refineries — Port Neches,
Texas and Lawrenceville,
Illinois.

YES, you can secure prompt delivery of Texaco Roofing
Products through your local Texaco Roofing Dealers . . .
because they in turn obtain their stocks from these 5 roofing
plants. In addition—they secure fill-in stocks through a large
network of local Texaco warehouses.

And don't forget . . . even pre-war, the popularity of asphalt
roofing made them *two-to-one favorites over all other types
of roofings combined*. That's a powerful
sales argument. Add to this *the name
that millions know and trust—Texaco—*
and you've got a real profit set-up!

For flat roof construction, there
is no better solid roofing asphalt
than Texaco. Its high quality,
purity and stability are well
known to roofers everywhere.

Drop in, write or 'phone your nearest
TEXACO Roofing DEALER, or write The
Texas Company, Roofing Sales Division,
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TEXACO



SHINGLES and ROOFING

BLURMITES*... Licked Before They Start ...



... when they stack-up against MARLITE!

Blurmites will always be with us. BUT when plastic-finished Marlite wall paneling is installed, their destructive action is no longer to be feared. Marlite's pioneer high-heat-bake finish takes care of that in short order, for this exclusive finish seals the surface against the penetrating effects of dirt and moisture—against Blurmites!

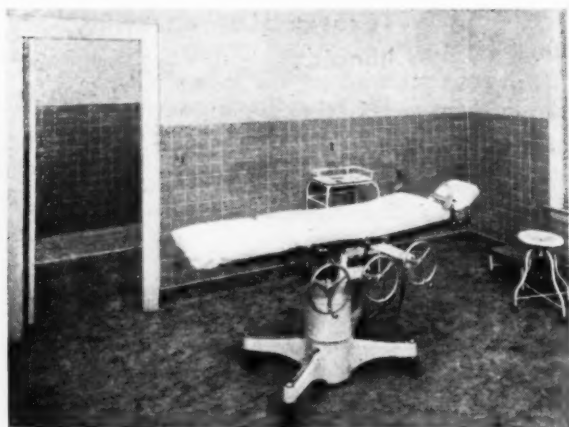
REPUTATION-MAKER FOR BUILDERS

Marlite's charming and distinctive surface wins immediate customer approval. It's easy-to-clean — retains original beauty for years and never needs repainting or refinishing.

ing. Quickly and easily installed for new construction or modernization, it also is moderate in cost!

Keep your customers satisfied... build an unchallenged reputation... enjoy top-notch business and the resulting profits... by installing plastic-finished Marlite walls. Large, wall-size panels are ideal for all types of rooms in all types of structures. Send for samples and complete information... and remember, Marsh Engineers are ready now to help you with plans and specifications.

*Blurmites—destructive agents, harmful to the finish of many wall, ceiling, and counter surfaces.



HIGH-PRIORITY business includes war plants, war housing and hospitals. A "natural" for hospital installations... from operating rooms to diet kitchens... Marlite is normally available in plain-colors, tile-patterns, horizontal-line, genuine wood-veneers and marble-patterns. Marlite's versatility and dependability in today's widespread hospital work are graphically illustrated in a new full-color folder. Send for your free copy and see how you can help with this important priority business. Write today for the Marlite Hospital Folder!



REG. U. S. PAT. OFF.

MARSH WALL PRODUCTS, Inc.

43 MAIN ST., DOVER, OHIO

PLASTIC-FINISHED WALL PANELS • FOR CREATING BEAUTIFUL INTERIORS

Cortright

(Continued from page 81)

Secretary of War Patterson and Vice Admiral Moreell who personally appeared before the committee. On the contrary, had the private program been presented first and given such support it would have been a reality today rather than a seriously delayed hope. From the outset the Military has preferred public construction and resisted Mr. Blandford's requests for support of our program. As the Title VI authorization limps to the final stage of approval and when cleared—

Grave concern is felt that materials and equipment may not then be available in sufficient quantity because of the government's large domestic and foreign housing programs. Eighteen thousand of the thirty thousand housing units for England were awarded to contractors this week. Lumber, hardware, plaster board, fittings, fixtures, tubs, heaters, wiring and all other critically scarce materials are being drained from already low inventories for use here and for shipment abroad. Even pre-war permanent public housing projects designed for "slum clearance" are still being agitated and may be approved in such areas as South Bend, Indiana. Adding all of this together, it is a matter of grave concern as to where private builders coming in at the tail end of this activity will get the materials they must have for both Title VI and Title II housing.

Proponents of controls in post-war period have recently changed their position. Plausible theories of governmental co-ordination, control and "assistance" are appealing in theory, but in practice—for reasons of political expediency and over-all inadequacies—are just not workable. Indisputably a magnificent war job has been done with government assistance and under government regulation during the war period, but it has been done because of the unlimited resources, ingenuity and courage of private enterprise and in spite of government. In the post-war period the inefficiencies, delays and red tape of a number of alphabetical agencies which cannot agree among themselves, are bound to strangle any industry to the point of eventual destruction. While at war no sacrifices are too great to be readily accepted, but when emergency needs have been met, war-time restrictions must be thrown off and the industry given full opportunity to operate in free competition.

New York Times beats the gun on vast public housing program. Real Estate Editor Lee E. Cooper, in a premature, but largely accurate description of the public housing legislation advocated by the public housing lobby, threw N.H.A., F.P.H.A. and the National Committee on Housing into a dither. In a front-page article, Lee Cooper describes a "vast urban redevelopment and rural home improvement public housing plan costing billions of dollars." Predicting that it is about to go to

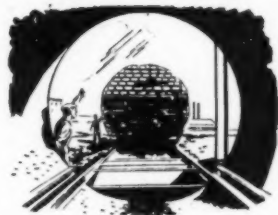
(Continued to page 134)

Treated Wood, YES



Wolmanized Lumber* is a building material that has a positive answer to the service-life question. It's alloyed for protection against rot and termites.

Pressure Treated, CERTAINLY



The Wolman Salts* preservative is deep in the wood, not just on the surface. Only pressure treatment in closed steel retorts can drive it there.

AND THE USUAL ADVANTAGES OF BUILDING WITH Wood



Build with Wolmanized Lumber and get all of wood's advantages: lightness, strength, resilience, insulating value, paintability—plus endurance, that insures your investment.

AMERICAN LUMBER & TREATING COMPANY

Creosoting

Wolmanizing

Flameproofing

*Registered trademarks

1645 McCORMICK BUILDING, CHICAGO 4, ILLINOIS

MILLIONS OF FAMILIES TO BUILD IN



TOMORROW PROMISES AMERICA'S GREATEST BUILDING PROGRAM

Today, we of Bilt-Well are cooperating fully, and we believe effectively, with Our Country's war effort. Tomorrow, when the enemy lays down his arms, we plan to resume our "service in wood" to America's architects, builders and home lovers.

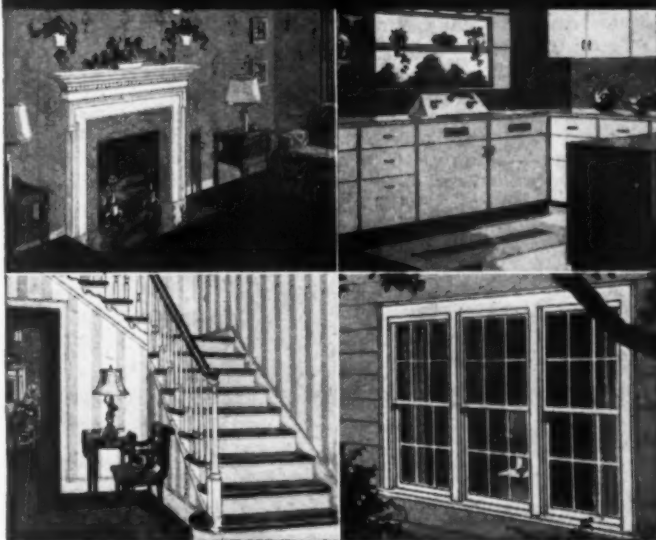
While no one is qualified to predict the conclusion of War, we of Bilt-Well are ably qualified by 78 years of woodworking experience to plan to serve our great industry faithfully and well in the future as we have served in the past.

Carr, Adams & Collier Co.

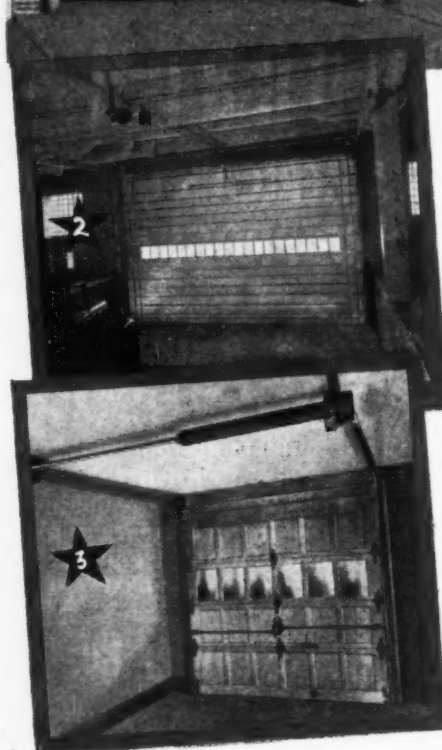
DUBUQUE

**BILT-WELL
WOOD WORK**

IOWA



"TIME-PROVEN" KINNEAR DOORS ARE FIRST CHOICE WITH "POSTWAR" PLANNERS



"Time-proven" Kinnear Doors are first choice with builders because they know that they have demonstrated their ability to stand up and provide every convenience building owners like. Kinnear Doors included in your post-war plans will bring all-around satisfaction!

★ KINNEAR STEEL ROLLING DOORS are the best buy for industrial buildings, warehouses and other heavy duty installation. The door curtain is made up of interlocking steel slats that are sturdy and flexible. They coil up out of the way into a small enclosed roll, clearing the opening completely and allowing maximum use of floor, wall and ceiling space. Kinnear Rolling Doors are individually built to fit the particular opening.

★ KINNEAR STEEL RoL-TOP DOORS offer all the advantages of a sectional type door, with their provision for any number of glass panels, plus the rugged durability of all steel construction. Ideal for warehouses, receiving

platforms, commercial garages, etc. The door panels are hinged horizontally and fitted at both ends with heavy duty ball-bearing rollers. Accurately counterbalanced for ease in operation, the RoL-TOP door rolls to a horizontal overhead position in steel tracks.

★ KINNEAR WOOD RoL-TOP DOORS, featuring the famous weather-tight "Keystone Seal", are ideal for residence garages and similar installations. Attractive wood panels, which may be either solid or provided for glass, are hinged horizontally and fitted on both ends with ball-bearing rollers. Carefully counterbalanced, they open to a horizontal overhead position in steel tracks.

The Kinnear Doors described may be provided with a specially designed Kinnear motor operator unit. Remote control switches can be installed to operate the doors from any convenient position. Write today for latest bulletin!

THE KINNEAR MANUFACTURING CO.

Factories

1560-80 Fields Ave.
Columbus 16, Ohio

1742 Yosemite Avenue
San Francisco 24, California

SAVING WAYS
IN DOORWAYS

KINNEAR
ROLLING DOORS

(Continued from page 132)

Congress in the form of legislation, the program would require \$110,000,000 in annual subsidies for at least 400 cities. Some of the features are as follows: rehabilitation of houses where repair work can arrest blight; doubling the present \$28,000,000 annual subsidy; \$35,000,000 for the rehabilitation for structurally sound urban housing and for rural slum clearance; \$25,000,000 annually as aid for cities in new urban redevelopment projects; eliminating the present per unit cost limitation of \$5,000 for large cities and \$4,000 in smaller places, retaining only a variable per room limit; converting the \$800,000,000 F.P.H.A. fund into a revolving fund; and reducing the 60-year amortization period to 45 years.

Wholesale denials follow —

Reporting that the legislation would be sponsored by Senators Wagner, Ellender and Murray, and stating that the legislation was developed in conferences between the legislators, the N.H.A., the F.P.H.A., the National Public Housing Conference and the National Committee on Housing, denials were promptly made by all of these excepting the N.P.H.C. The N.H.A. stated that it had not completed its draft for new public housing legislation; Commissioner Klutznick stated that although "in accord with the general purposes of the agency" he has not endorsed this or any other similar legislation; Mrs. Rosenman, in behalf of her committee, wired a number of key people that neither she nor her board of directors had seen the bill referred to or had participated in its preparation; and finally, Senator Wagner expressed himself much along the same line. The Senator stated that he did not contemplate introducing a bill in the near future and pointed out that he believes legislation on this subject "should deal with stimulating private enterprise as well as public housing." He further stated that "the story was given the *New York Times* by an employee of the Federal Public Housing Authority." The public housing lobby, supported in large part by the U.A.W.-C.I.O. and the A.F. of L., apparently has issued no public denial.

More important than the features of the proposed legislation (which bill we have been studying for several months) is the fact that the strategy of the public housing proponents is probably disclosed by this affair. It is possible that groups outside of government will do the spade work—plant the legislative seeds without assuming responsibility. If the ideas sprout, then government itself can tell the appropriate committees of Congress how the seedling should be nourished into full bloom. This plan of action would relieve the federal agencies from being placed in the role of proposing programs on their own initiative. In any event, we have had a preview of what will be carried in every newspaper in the country from time to time as the full import of the public housing plans for at least 400 cities is exposed.

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**10 Times
FASTER
than Hand
Planing**

**PORTABLE ELECTRIC
Mall Plane**
REG. U.S. PAT. OFF.



WITH BEVELING FENCE FOR DOOR WORK

The operator simply guides the plane across the work and the heavy duty motor does the rest. MALL Planes make cuts up to $\frac{3}{4}$ " deep and $2\frac{1}{2}$ " wide in both pine and hardwood with speed and precision. The cutter is under constant control and can be raised or lowered while cutting to vary depth of cut. A hairbreadth adjustment 0" to $\frac{3}{8}$ " is easily made by turning the handle.

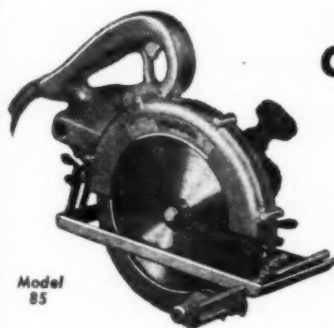
MALL Planes are full ball-bearing mounted . . . grease incased gears transmit the power to cutter head . . . and a trigger switch places full control at one's finger tips. Comfortable handles plus perfect balance make for easier handling. A removable beveling fence can be supplied for fitting, sash and doors. With skilled hands at a premium, you can do planing faster and cut costs with Portable Electric MALL Planes.

Mall Saws

REG. U.S. PAT. OFF.

**SPEED UP
CONSTRUCTION**

**2 Powerful
Models**



Model 85 has $8\frac{1}{2}$ " blade and $2\frac{3}{4}$ " cutting capacity. Model 120 has 12" blade and $4\frac{1}{2}$ " cutting capacity.

Electric MALLSAWS "pay off" on all types of construction. On concrete form work they assure faster, accurate cuts . . . square board ends that eliminate fins and projections . . . salvaging waste lumber for stoppers, spreaders, and bracers . . . and doing away with awkward hand sawing in close quarters. In addition, like framing members can be ganged and squared to size at one time.

MALLSAWS also speed up cutting of metal, cutting and scoring concrete, stone and tile with an abrasive wheel.

Ask your Dealer for Mall Planes, MallSaws, MallDrills, and Mall Concrete Vibrators or write direct for literature and prices.



MALL TOOL COMPANY

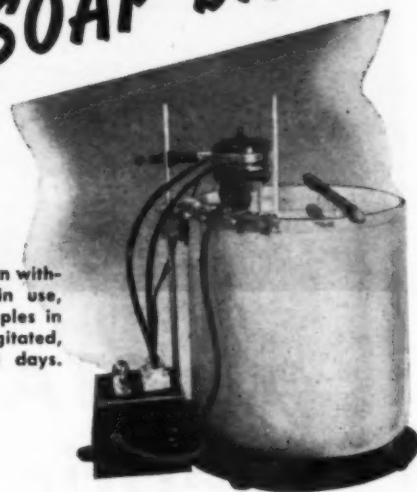
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**PORTABLE
POWER TOOLS**



**8 DAYS IN A
HOT SOAP BATH**



To make sure Monowall can withstand severe conditions in use, Armstrong submerges samples in a tank of constantly agitated, hot soap solution for 8 days.

THIS is one of the "torture" tests which Monowall must pass in the Armstrong laboratories. It establishes proof that the finish of Monowall can withstand conditions far more severe than those encountered in normal use. It proves that Monowall will give good service in bathrooms and kitchens. Splashed soapsuds and repeated washings do not affect its gleaming finish.

Bathroom and kitchen walls are only two of the applications for which Monowall is well suited. Its bright smooth surface is tough, long wearing, easy to clean—ideal also for many commercial interiors. Monowall's sparkling colors, in plain or scored tile-designs, meet a variety of decorative requirements.

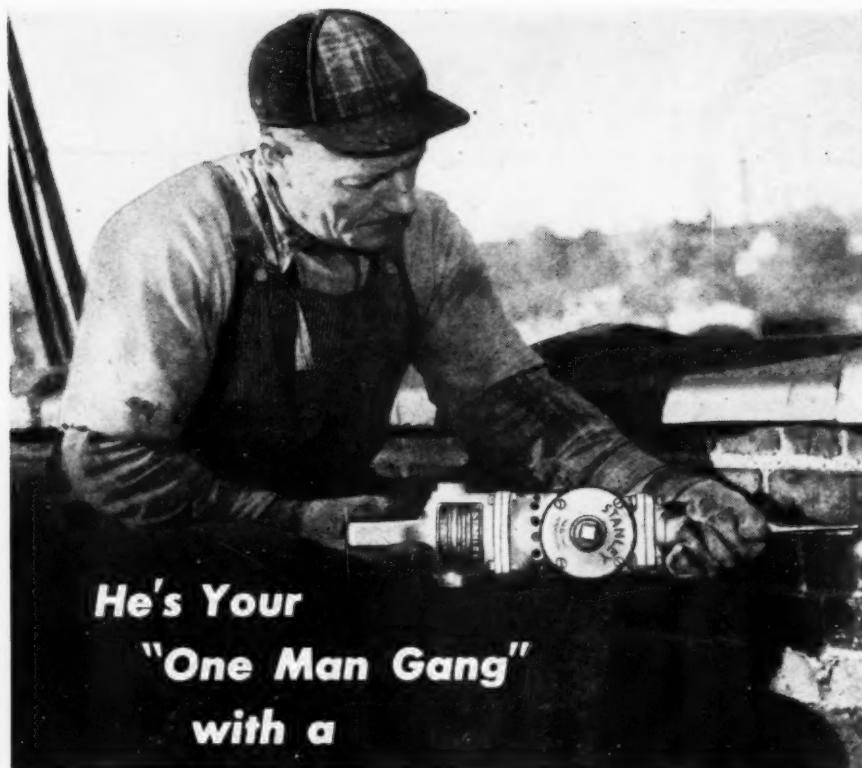
Right now Monowall has special advantages because it saves time and labor. Monowall panels are large, light, quick and easy to erect. No special preparation or finishing is needed. One man, on the average, can complete a whole room in one day.

For free samples and illustrated literature, write today to Armstrong Cork Company, Building Materials Division, 1604 Lincoln Street, Lancaster, Pennsylvania.



ARMSTRONG'S MONOWALL

Made by the makers of Temlok Insulation—Sheathing, Lath, De Luxe Interior Finish



He's Your
"One Man Gang"
with a

STANLEY Electric Hammer

Even though new construction is generally restricted, factory building repair and alteration jobs are regularly available. And you can tackle the toughest part of these jobs—work on old concrete or masonry—easily and profitably with a Stanley Electric Hammer.

This hard-hitting yet easy-to-handle tool delivers 2400 blows a minute. Use the Stanley Electric Hammer to drill, chip and channel in concrete, stone, brick or tile, clean out mortar joints for repointing, vibrate concrete forms, scale rust—and on any number of jobs requiring hammer action. No auxiliary equipment is needed—just plug in and go to work.

And note this: no other electric hammer has the patented feature of plunger-drive mechanism that delivers full, heavy blows, yet removes all shock of recoil from the hammer and its operator. Get all the details—write for literature. Stanley Electric Tools, Division of The Stanley Works, New Britain, Connecticut.



STANLEY

ELECTRIC TOOLS

(Continued from page 134)

Detroit receives 5,000 priorities for H-2 housing. Since November 18, 1944, eighty-seven communities have received a total of 16,247 priorities—11,490 for sale and 4,757 for rent. The recent allocation of 5,000 for the H-2 program in Detroit is nearly 50 per cent of the total number previously awarded. Of the 3,600 for sale, 1,000 are assigned to housing for negroes, as are 500 of the 1,400 earmarked for rental. A sale price of \$8,000 and a rent level of \$65 per month is permitted. A new feature of the program is that 10 per cent of the sale priorities will be reserved for individuals who wish to build their own homes or have a contractor build to order. The Detroit program proposed several months ago is proof of N.H.A.'s position that many war-congested areas should have such programs if the Area Production Urgency Committees clear them. In this instance the volume is only 40 per cent of last year's construction and the A.P.U.C. was confident it could be accomplished without upsetting the manpower situation in war plants.

Progress of this program will be important and interesting. As a test or pilot case the problems involved and their solution will disclose what can be expected in many other cities this spring and summer. The resumption of operation under Title II requiring a greater investment by builders, better and larger houses, and operation under a conditional commitment will not be easy for builders or for F.H.A. Furthermore, F.H.A.'s requirements as to Title II materials and equipment will create some difficulties which the builders may or may not be able to overcome.

Consultation with A.P.U.C. committees in every city is important. We have frequently recommended, and reiterate the suggestion, that a special committee from each affiliated local association of N.A.H.B. consult regularly with A.P.U.C. in their area. Information as to previously projected H-2 programs should be secured from the local F.H.A. and N.H.A. offices and brought up to date. Armed with this statement of need, and supported by local statistics on the labor situation, the pattern established in Detroit can be followed.

(Continued to page 138)

ESTIMATING That CLICKS

A course of instruction for home study has been prepared by a General Contractor with more than 40 years experience. It teaches by a self correcting method, with special instruction if needed, a System of Estimating used by thousands of successful estimators and general contractors for more than 25 years.

This is strictly a course in cost estimating using full scale drawings, and specifications. The instruction covers each successive step that must be taken to prepare an estimate, complete in every detail, for bidding on lump sum contracts. Sold on a money back guarantee basis. For particulars address:

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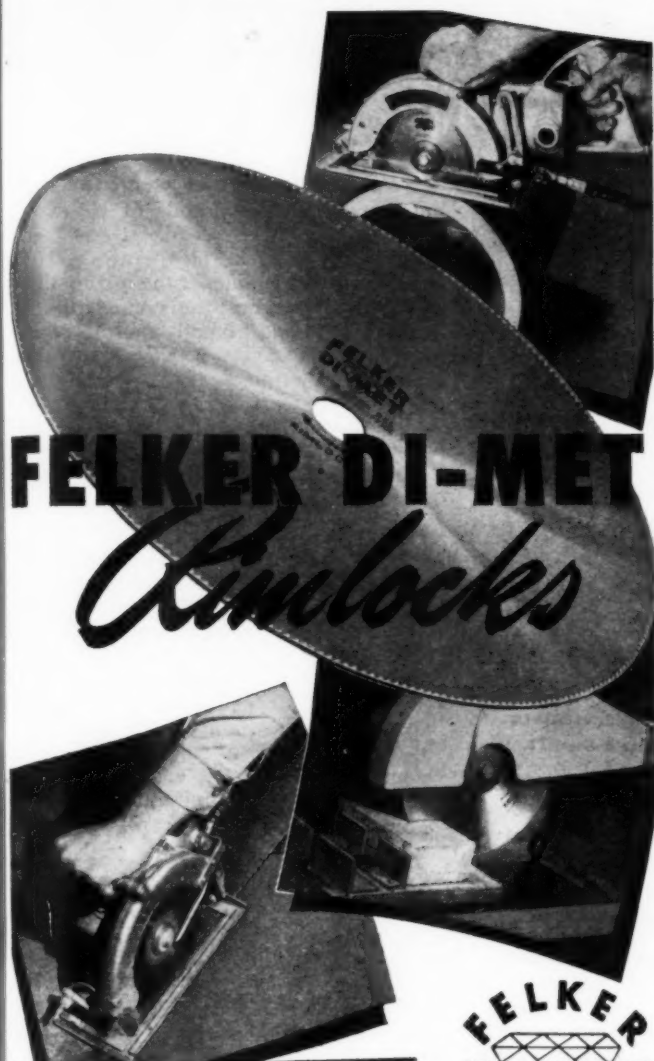
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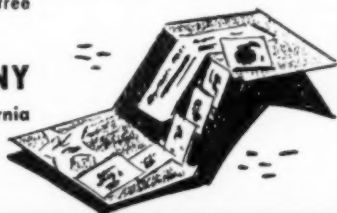
CAN'T BREAK...
SAW HARDEST MATERIALS WITH EASE
DEEP, RAPID CUTS IN ONE PASS!



Fast, accurate, safe cutting with diamonds —
World's hardest abrasive!

YOU CAN'T beat Felker DI-MET Rimlocks for sawing hard, non-metallic materials on the job! Specially designed for use on hard brick, tile, heavy glass, concrete, cement-asbestos materials, marble, granite, slate and similar non-metallic substances. Rimlocks' all-metal construction assures complete safety from wheel breakage at all times. Diamond particles embedded in the rim readily slice through the hardest materials. Cuts several inches deep can often be taken in one pass, are smooth, straight and fast. Use Rimlocks on your present saws (stationary or portable electric) or on Felker DI-MET cutting machines. Wheel sizes—from 1" to 36"—made for all tools. Specify arbor size when ordering. Sold by distributors from coast to coast. Write for information — free folders on request.

FELKER MFG. COMPANY
1118 Border Ave., Torrance, California



MANUFACTURERS OF FELKER DI MET DIAMOND ABRASIVE WHEELS

SIX STEPS OF PROTECTION IN THE PUBLIC INTEREST

... (1st of a Series)

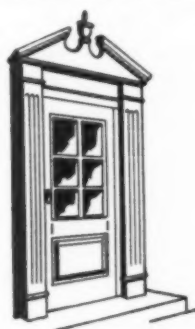


.....“Don't expect me
till late, dear—
I think we've found it!”

For years, laboratory lights had burned late while research chemists toiled and delved. And then—on a cold, blustery night in 1937—the great moment arrived. At last, a method had been found for measuring the efficiency of toxic preservatives for wood... a method that was to permit the establishment of definite minimum standards for treating woodwork such as windows, screens, doors and frames.

Protection in the public interest—protection of architect, builder and homeowner alike—is the purpose of the toxic minimum standards devised by NDMA. Administered by responsible authorities, these standards serve to enhance and improve the lasting quality of wood... add an extra measure of endurance to wood's unequalled beauty, workability, utility and economy.

The NDMA Seal of Approval—available by license to all manufacturers and distributors who conform to the toxic preservative standards of the NDMA—represents these six steps of protection:



1. An efficient test for measuring effectiveness of toxic preservatives
2. Minimum standards governing the toxic preservative treating of woodwork products
3. A seal identifying products treated in conformity with NDMA Toxic Preservative Standards
4. Mill inspection of treating equipment and practices
5. Laboratory check-tests of preservative solutions
6. Educational effort in the public interest

NATIONAL DOOR MANUFACTURERS' ASSOCIATION
McCORMICK BUILDING • CHICAGO, ILLINOIS



THE PRODUCERS OF

American KITCHENS

TAKE GREAT SATISFACTION

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AMERICAN CENTRAL

MANUFACTURING CORPORATION • CONNERSVILLE, INDIANA

Continued from page 136)

lowed in some other cities. Nearly \$500,000,000 authorization is available under the Title II fund and an important start in meeting the housing need can be made.

The public versus private housing dispute fills thousands of pages of the Congressional Record. It has been the subject of debate on the air, in city councils, and in innumerable group discussions throughout the country. The issue becomes increasingly more complicated by inaccurate explanations and elaborate solutions. It is refreshing, therefore, to find an editorial in the Toledo Legal News which in less than two hundred words presents in crystal-clear phrasing the unalterable basic truth and suggests a simple remedy:

"While all this discussion of public vs. private housing is going on, why try to find that indefinite line between where the public housers say they should operate and where private industry should operate? Why not cut clean and leave all housing to private industry, where it belongs, and, where necessary, let government lend its aid to sub-standard income tenants directly, enabling them to pay at least the minimum rents on which private industry can operate?"

Executive Committee meets in Chicago. Past President Gerholz, President Merriam, Treasurer Meyerhoff, Secretary Brock, and Committee members Duke and Durbin met for three days recently to direct the affairs of N.A.H.B. In addition to the committee chairmen previously appointed, President Merriam announced that Robert Gerholz will head the Committee on Public Housing and Joseph Meyerhoff will chairman the 1946 Exhibition and Convention Committee. The agenda was prepared for the April directors' meeting when less than 50 of the directorate will meet here for a four-day session starting Monday morning, April 16th. These men will carry the proxies of the balance of the directorate unable to attend because of the convention ban. Information is now being sent to the 82 affiliated local associations regarding the agenda.

TRAVELING SALESMEN WANTED

Splendid opportunity for permanent, salaried position with large steel company entering farm building field. Extensive dealer sales development program calls for men between 28 and 42 with proven sales record in farm equipment, building or similar fields.

Qualified men will be thoroughly trained and given the chance to get in on the ground floor of one of the most promising postwar fields.

In reply, give complete history of education and business experience, as well as references and a small photo. All replies will be held confidential. Box 445, American Builder, 105 West Adams Street, Chicago 3, Ill.

KWIK-MIX MIXERS

Kwik-Mix convertible 10-S Dandie... side or end discharge... change can be made in the field to suit pouring conditions. Special features are: easily accessible drum drive shaft... flow-line discharge chute... simplified skip-flow shaker... enclosed reduction gear assembly in oil... multiple "V" belt drive. Other sizes are 7-S and 14-S Kwik-Mix Dandies.



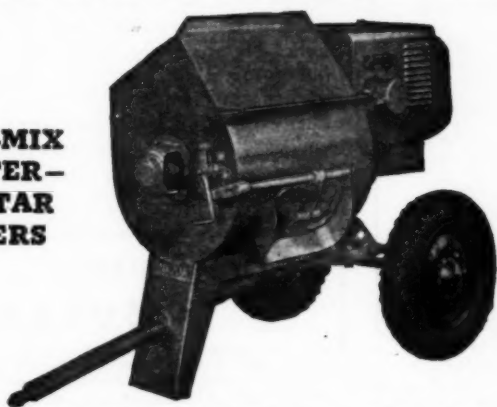
KWIK-MIX 10-S DANDIE



Kwik-Mix 3 1/2-S Concrete Mixers... side or end discharge... tilting or non-tilting... anti-friction bearings... spring mounting... high speed trailing... welded construction.

KWIK-MIX 3 1/2-S SIDE DISCHARGE TILTER

KWIK-MIX PLASTER-MORTAR MIXERS



Kwik-Mix Non-Tilting 6-P Plaster or Mortar Mixer... fast discharge, 7 seconds... light weight, only 850 pounds... air cooled engine... V-belt and worm drive... low shoveling height. Also 4 wheel 10-P tilting model.

KWIK-MIX COMPANY

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PORT WASHINGTON • WISCONSIN

HOPE'S WINDOWS

1818 *The Name Guarantees* 1945



Charm and Convenience

Framed by the HOPE'S WINDOW, the lady makes a charming picture—illustrating the extra convenience of the casement opening as well as its architectural fitness.

And in these days when ladies not only plant their own window boxes, but frequently wash their own window panes, this convenience and safety is of first importance.

Not so easily illustrated are the other advantages of superior weather-tightness and more durable quality of construction which HOPE'S Steel Windows contribute to the lasting value of any house, at prices no greater than reasonably well-made and weather-stripped wood windows.

HOPE'S WINDOWS, Inc.

Jamestown, N. Y.

BACK THE ATTACK



BUY WAR BONDS

When The Tap Says



And The Water Runs

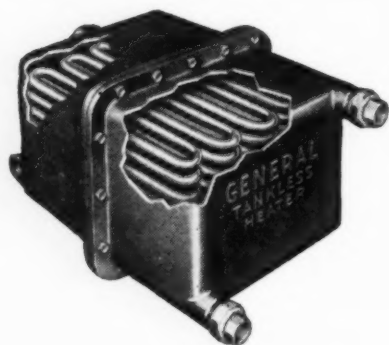


*He's Bound
to Boil over!*



Don't let this happen to your customers! Make sure they get "unlimited" hot water morning, noon and night by recommending a **GENERAL Tankless Heater**.

This compact, self-contained tankless unit hooks up directly with any type of automatic-fired boiler. It costs less to install, ends the storage problem of old-fashioned tank-type heaters...



yet supplies 3½ to 35 gallons of piping hot water per minute—*every minute!* The seamless copper tubings mean mountain-clear, sediment-free water... and they mean longer, trouble-free operating life.

Yes, tomorrow's homes will have *all* the good things that make home sweet home—and among them will be **GENERAL Tankless Heaters**. Plan now to give your clients this modern hot water heating method... send for Catalog 16. General Fittings Co., Department F, 123 Georgia Ave., Providence 5, Rhode Island.

{ UNTIL VICTORY—a major part of our output is precision war work: torpedo and bomb parts, fuse setters, special Navy water heaters. }

GENERAL

TANKLESS WATER HEATERS

Also Tank-Type Water Heaters • Thermostatic Mixing Valves
Water-Hammer Silencers • Live-Steam Heaters
Coil-Heated Tanks • Pipe Unions

Skilliter Made General Sales Manager of Clarke Sanding

ERNEST COOPER, president of the Clarke Sanding Machine Co., Muskegon, Michigan, recently announced the appointment of Gordon W. Skilliter as general sales manager to fill the vacancy left by the recent death of William Lundberg.

Skilliter, formerly Western division manager of the American Floor Surfacing Company, has had a wide and varied experience in the floor surfacing and finishing industry. He states that Clarke, pioneers in the rental sander field, will shortly announce a complete, newly designed line of rental and contractor equipment.

* * *

Huge Housing Program—

(Continued from page 79)

with a thirty year maximum term on rehabilitated houses. In view of probable materials shortages, the rehabilitation end of the program is expected to gain wide support. This method, too, it has been pointed out, would avoid decrease in the housing supply by demolition of existing structures, as usually occurs in the case of new publicly financed dwellings, and will require so little in the way of materials and manpower that much of it may be tackled before the war's end.

The rural end of the program envisages a time when tenant farmers may own their own homes. It empowers rural housing authorities to buy up submarginal dwellings, build new homes, and lease them to farmers and tenant farmers under a lease-option agreement, with part of the monthly "rental" credited toward the eventual purchase.

Federal subsidies are also provided for assisting large cities in razing, replanning and rezoning slum districts. Thus, a city would allot parts of the razed area to public thoroughfares, parks, schools, libraries, playgrounds and other public structures; arrange for publicly financed dwellings (by the local housing authority) for dispossessed families, and lease or sell the balance to private investors for erection of planned dwellings or stores, industrial or mercantile establishments needed in the newly-created neighborhood.

ESTIMATING ASSURANCE

Examine a copy of the "Building Labor Calculator", and see if you would part with it for a hundred dollars if you couldn't get another.

Not a book for occasional reference, but one you will use daily in the office and on the job. It contains over 100 tables crammed full of reliable information giving the labor hours and material quantities needed to do almost any piece of building work.

Thousands of estimators and contractors have bought this book after giving it a trial. You may test your copy for ten days, and if you are not fully satisfied for any reason, your money plus the postage to return it will be refunded at once. The price is \$10.00 with order. We pay postage.

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**Not for WAR
-but for PEACE!**



Window Planning *begins now*

The men in uniform who so frequently are seen studying large scale maps plan death and destruction. But on the Home Front other groups — not in uniform — study plans for war's great aftermath — the building of homes for an enduring peace.

When the reconstruction era begins, time will be a vitally important factor. That is why, among other considerations, window planning must be under way now. And that is when the Grand Rapids Invisible Sash Balance must be a part of that planning.

Now being used in thousands of war housing projects, the Grand Rapids Invisible has proved itself smooth and dependable in performance; easily and quickly installed — an asset to contractors in war time and a boom to profits in peace.

At present governed by government priorities. Send for catalog for information and delivery details.

GRAND RAPIDS HARDWARE COMPANY
GRAND RAPIDS • MICHIGAN

Stop Watches DON'T Stop Wars!



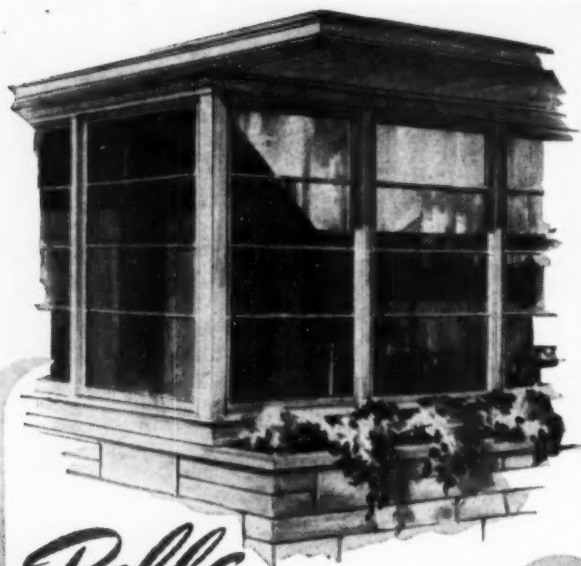
Stop watches are made for split-second timing—but this war is nothing that seconds can measure. So here at Lawson's we're trying to quit holding watches on the war—trying to concentrate completely on the work we do for the Armed Forces. Which means that the return of Lawson metal bathroom cabinets is definitely postponed.

But we are turning out Lawson Warwood cabinets—and we're prouder of our Warwoods every day. The Lawson Warwood is a quality product, carrying both the Lawson name and the Lawson guarantee.



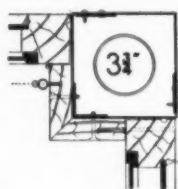
THE F. H. LAWSON COMPANY

Cincinnati 4, Ohio

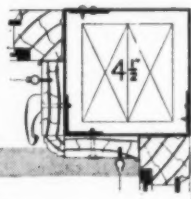


Pella CASEMENTS

with steel corner mullions



in 3 popular sizes

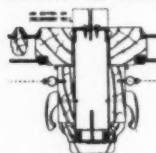


for greater light area and neater appearance

LARGER GLASS AREAS are easier to achieve through the use of these smaller steel corner mullions . . . created by Pella designers.

Prefabricated of heavy gauge, galvanized, rust-proofed steel. Pella corner mullions are available in three space-saving sizes—ranging in size from 5 $\frac{7}{8}$ " x 5 $\frac{7}{8}$ " down to 3 $\frac{3}{4}$ " x 3 $\frac{3}{4}$ ", creating a neat, narrow-line corner. Pella prefabricated corner mullions save material and hours of construction time. Steel construction prevents rotting and warping. Permanent plumbness assures smooth window operation.

Investigate Pella's extensive line of stock size casement units that permits more than 480 possible combinations of single windows, corner windows, bays, picture and kitchen windows. All factory fitted and assembled, ready to set in wall.



Pella's all-steel joining mullion is only 1 $\frac{1}{8}$ " wide! It is a real space saver, stronger than the best wood mullion.

FREE for Architects and Builders

A file pocket containing 22 loose sheets of scaled details that enable you to create individual and unusual window arrangements from Pella's stock size Casement Units. Send for your FREE set today. The Rolscreen Company, Dept. C-45, Pella, Iowa.



Pella CASEMENT WINDOWS
ALSO MAKERS OF PELLA LOW COST AWNING AND PROJECTED SASH AND PELLA VENETIAN BLINDS

25 Years of Progress—

(Continued from page 87)

plasterers, electricians, masons—in fact, every man involved in the construction of a home.

"Therefore, I would like you to answer this question: How are you going to reduce cost and still maintain the same standard of living and wage level and, furthermore, be faced with a very definite promise on the part of our leading politicians that these workmen will fare even better in the future?

"We realize there will be a great housing shortage and the resulting demand for the materials and labor will be great. Just what was back of such reasoning as you have evinced in this book? It is certainly not based upon fact or experience, and I do not believe it has the faintest possibility of realization.

"Also, in the face of 25 years of constant improvement in housing, you would lead the reader to believe the construction industry is backward. I can discuss every single product going into the home and I can show you improvement. And in many of them, such as electrical products, plumbing, heating, etc., I can show you just as great technological and design improvement as you will find in any other industry in America.

"I have been building for exactly 26 years, and I can portray to you from personal knowledge the kind of a house that was offered to the public in 1919 and compare it to the offering today. This description, which I intend to write and send you, will prove beyond a shadow of doubt that this progress has taken place.

"Then why did you make this statement so misleading to our prospective home purchasers? Are forces like Mr. Paul Porter, with his 13 Reasons Why You Shouldn't Own Your Own Home, behind this bulletin? I think we should know.

Sends copy to Chester Bowles

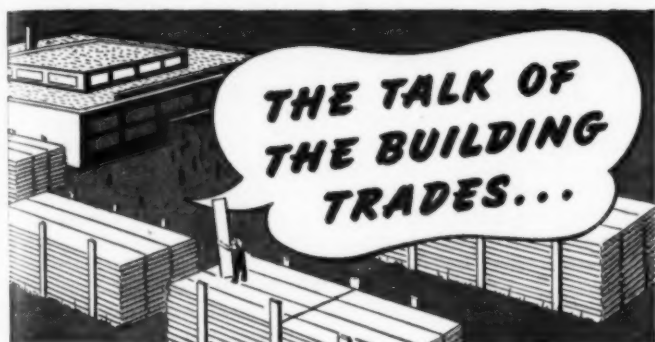
"I intend to send a copy of this letter to Mr. Chester Bowles because I think he certainly should know about this bulletin. It gives me an excellent reason, due to the fact that your figures in this bulletin set up maintenance costs—and this maintenance cost is at least 2 per cent of the total construction costs on a yearly basis. Using your own figures combined with F.H.A.'s own appraisal of cost of these homes, we have 2 per cent admitted maintenance cost on a \$6500 F.H.A. house cost. However, I will be more reasonable and use \$6,000. Two per cent of \$6,000 is \$120 per year, or \$10 per month. A 5 per cent management fee is \$3 per month; add this to the \$48 F.H.A. payment and we find an outlay of \$61 per month, and this without any return whatever on the builder's supposedly 10 per cent interest in the property. Would you mind telling me how you can do this on the \$50 rental now permitted by O.P.A. on these homes? And I might add further, our Mayor just yesterday assured us that beyond peradventure of a doubt Detroit real estate taxes would be higher for the coming year.

"I think it is time some element of good judgment and reason is injected into your system of management. The attitude presently taken by the O.P.A. and the N.H.A. can only result in the discouragement of private enterprise and the destruction of any opportunity we may have to gain prosperity in the post-war period.

"I certainly would welcome the opportunity to discuss this bulletin with the people who prepared it. To have a presentation as unfounded on fact as this spread broadcast throughout this country and given to our Congress, a bulletin based almost entirely upon impossible presumptions, is certainly most discouraging to the builder. If you have any constructive ideas, for God's sake give them to us—we want that kind of help, but base it in terms of actual improvements of building materials and methods so that we can translate your suggestions into results in the field.

"I can assure you we will make good use of any bit of helpful information you may pass on to us, but please, please have it based on facts and not on theory.

"Very truly yours, George W. Miller, Pres., Miller Homes, Inc."



Lo-"K" flameproofed COTTON

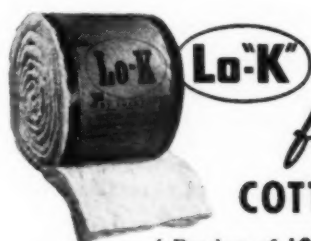
...modern insulation miracle

Only recently, Department of Agriculture experts discovered the hidden low heat conductivity, or "k" value of cotton, making it the ideal insulation material.

Today, specially processed Lo-"K" flameproofed COTTON INSULATION is recommended everywhere by leading architects, contractors and builders for superior flameproof, insulating values.

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Specify Lo-"K" with complete confidence for every type of construction.



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Gentlemen: Send me the facts about Lo-"K" Cotton Insulation for better building.

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Name

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City..... Zone..... State.....

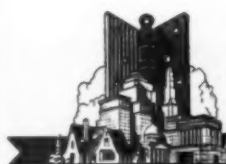


IS Your REPUTATION WORTH 2%?

When you recommend at least 2% of the contract price of homes for hardware, you assure the owner not only of adequate hardware but hardware quality that befits its rightful place as a permanent construction item.

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Imagine taking life easy while a mechanical servant does the work!

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Your Heating Plant will be KOVEN WATERFILM



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BOILER-BURNER UNIT

There will be many wonderful improvements in the home of tomorrow, but then as well as now, wise home owners will still rely on KOVEN WATERFILM BOILERS for heating satisfaction. This smartly jacketed boiler incorporates all the latest scientific developments to bring you heating comfort plus economy of operation. KOVEN WATERFILM, the fastest steaming boiler on the market, provides quick heat, even room temperature and a plentiful supply of domestic hot water at all times. The WATERFILM BOILER is made for automatic firing with oil, stoker or gas, in a variety of models for factories, apartment houses and both large or small homes. The sectional series for apartment house or industrial plants can be taken through a 2 foot door thus eliminating rigging and alteration costs. Call or write KOVEN today for complete information.

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154 OGDEN AVENUE

JERSEY CITY, N. J.

PLANTS: JERSEY CITY, N. J. • DOVER, N. J.

Facts—Not Myths of Housing

(Continued from page 87)

for a 48-hour week, as against \$1.65 an hour and a 40-hour week in Chicago. After cubing scores of buildings very carefully and comparing both man hours and costs with our own, I found that we come out ahead. The British contractor and workman take 25 per cent longer to build a small house than we do. It costs 20 per cent more in money for the same or a comparable product.

Industry far ahead of Europe

Comparisons in other European nations showed the same results. Even in Sweden, which is supposed to be so socially advanced, but which I assure you is not, both contractors and laborers I found to be inefficient, lazy and unproductive. Their methods of building for a cold climate were archaic. On small houses they are still using solid wooden walls, with all the disadvantages that these obviously possess. They had never heard of our light balloon framing. They had never dreamed of the idea of air spaces within walls as insulation. Their houses are close, hot, and poorly ventilated. On detail, the Swedish and many continental workmen are good, but in the over-all technique of producing a comfortable home with good living qualities at low cost there is simply no comparison.

People also get excited because our building is intermittent. This fact is implicit in our economic system and in our habits of life.

Moves with moods of the people

Building is perhaps the most direct expression of the mood and feeling of a community and a nation that we have. If we feel cheerful and confident we build. If we are troubled and despondent we do not. If we are worried about politics or the monetary system we certainly do not venture our money in the long-term investment that building involves. Building in a democracy cannot be done by government fiat.

Because building is intermittent in every community, the branches of the industry have developed a highly complex but a highly efficient method of meeting this situation. In normal times it stores up the supplies needed for building in yards and warehouses everywhere. It has hundreds of thousands of skilled mechanics waiting for the call. It has realtors and contractors ready to begin and to plan. When the moment for building comes the industry is always ready. It never takes a year or two to tool up. Year in and year out this stand-by service is rendered. It is indispensable. Without it we would have such shortages of housing and building as we have never dreamed of. Nevertheless, this standby service costs money.

Comparisons lead us astray

Remember that the building industry is unique. Comparisons with other industries will inevitably lead us astray. The assembly of a house on a given site in a given neighborhood is a much more complex, intricate, and difficult task than the assembly of any machine, even an automobile. Nearly every house has its own problems, its own adjustments to site, to neighborhood; its own orientation. If we go wrong on any one of these factors we may often spoil the whole job. The automobile designer, his pattern once set, has no such things to worry about.

Cites vast research activity

It is foolish to say there is no systematic research in the building field. Mr. Bemis set up a foundation at the Massachusetts Institute of Technology. Our federal government has a Forest Products Laboratory at the University of Wisconsin. The Universities of Illinois, Purdue, Carnegie Tech, and a dozen other places are digging away on big and little problems concerned with houses and with building. Trade associations are doing research work. The laboratories of the Portland Cement Association have turned out many new adaptations of their product to homes that produce comfort and economy. We know what the copper and brass research associations have done. We know what the steel institute has done. The list is a long one. N.A.R.E.B. itself has done a lot of digging. Great companies such as General

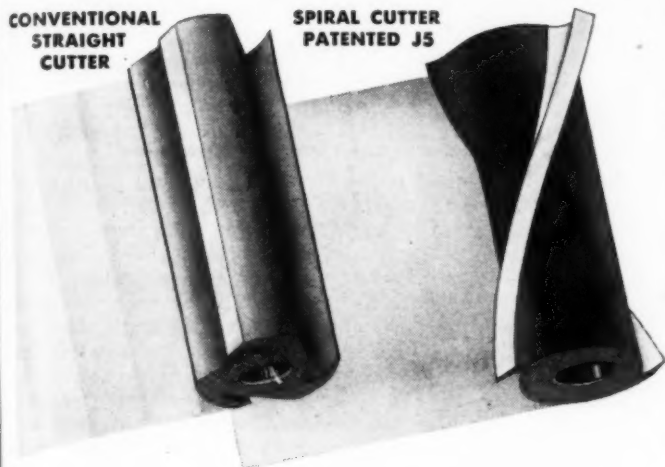
(Continued to page 146)

COMPARE THE FINISH

STANDARDIZED

CONVENTIONAL
STRAIGHT
CUTTER

SPIRAL CUTTER
PATENTED J5



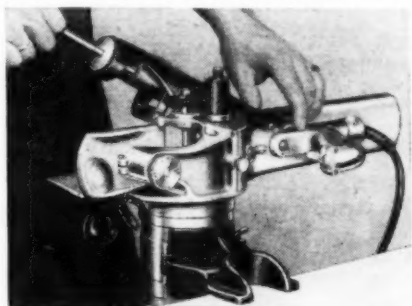
The CARTER J5 POWER PLANE cuts Smoother as well as Faster with the Exclusive Spiral Cutter

No matter how fast you "hog off" the wood with a Carter J5 Power Plane—even when making cuts $\frac{3}{16}$ " deep, with or against the grain—you leave a smooth surface that needs no sanding.

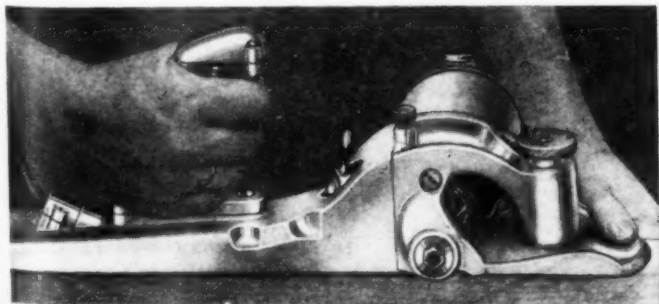
The reason for this super-smooth finish is the patented Carter spiral cutter that shears off the wood at 18,000 R.P.M. The first time you try a J5, you'll see how it eliminates the chatter marks and edge splinters so often left by a conventional straight cutter.

With a Carter J5, you can handle door, sash, screen and similar work 3 to 5 times faster than with hand tools. It develops a full 1 H.P.—weighs only 16 lbs.—planes surfaces up to $2\frac{1}{2}$ " wide, and depth to $\frac{3}{16}$ "—takes a straight or bevel cuts to 45° .

Other size Carter Planes available. Write for Catalog. Stanley Electric Tools, Dept. C, 133 Elm St., New Britain, Connecticut.



SHARPENS ITS OWN CUTTER—Just set it up in the Bench Bracket and use the simple Grinding Attachment... takes only a few minutes.



CARTER **STANLEY** **TOOLS**



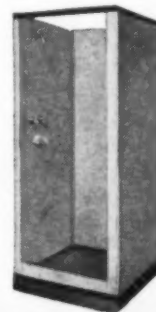
Bathe-Rite SHOWER CABINETS

Take the GUESSWORK Out of Post-War Bathroom Planning . . . Every architect, builder and home planner will welcome the idea of STANDARDIZED SIZES for "Bathe-Rite" Shower Cabinets — ready to fit your post-war plans when building operations resume.

STANDARDIZED SIZES combine with a wide choice of attractive "Bathe-Rite" designs suitable for installation in every type of home or public building. You can make specific plans NOW with full confidence that "Bathe-Rite" Shower Cabinets will fit these plans exactly. Into each "Bathe-Rite" go many "extra-value" features of design, construction, greater strength, easier installation.

INCLUDE "BATHE-RITE" Standardized Sizes in your forthcoming plans and specifications.

4 Popular Standardized
"Bathe-Rite" Models,
ranging in size from
32" x 32" x 80". Ask
for details and range
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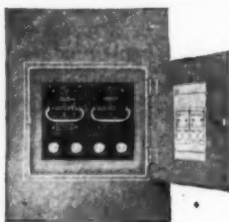
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that all we make are Circuit
Breaker-Load Centers, we want
to remind you that we still pro-
duce many different styles of



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For the smallest to the largest home or other small building
Ⓜ Service Equipment is "made for the job." As few as two
circuits or as many as twenty can be furnished in a variety
of cabinets designed to meet your specifications and local
electrical conditions.

The main switch combined in one unit with the lighting and
appliance branch circuits can be safety type unfused,
fused tumbler, or Ⓜ Fuslok switch. If you prefer, it may be
circuit breaker or Ⓜ Pulfuzswitch. For 115 volt, single phase,
two wire, or 115/230 volt, single phase, three wire, solid
neutral service.

The complete line of Ⓜ
Service Equipment and
Load Centers is described
in Bulletin 63. Write for
it today.



(Continued from page 144)

Motors, the Libby-Owens-Ford Glass Company, the Revere Copper, the Weyerhaeuser Lumber Company, the American Radiator Company, the Johns-Manville Company, and scores of others have their research divisions or sections that are busy all of the time on housing matters. As a matter of fact, I doubt if there is any field of business where research is carried on more consistently than in the housing and building field.

Freedom from restraints needed

What the building industry of this country needs, and especially the housing part of it, is not a lot of advice from people who know little about it. It needs to be freed from all kinds of unnecessary restraints. The endless, detailed, silly local building codes; the impossible local taxes, which make building unprofitable; the constant interference of trade unions with the use of inefficient methods; the duplicating tax system of the federal government which takes what is left from the income of real estate after local government has milked it practically dry, are obstacles and interferences either imposed or countenanced by law; local, state and federal. If we could get rid of these, the construction and building industry of our country could blossom as it never has before.

The building industry is all right

What the bureaucrats and Washington experts cannot understand is that the American people have the "know how" of doing things better than anybody else in the world. All they need is the chance to do it. They have proved this during the war. Our productive efficiency has been so many times greater per man per hour than that of any other nation that when the full story is told the world will be startled. A responsible manufacturer who set up and operated a factory in Russia remarked that the productivity of his American factory making an identical product was forty times greater than that of the factory which he built and was managing in Russia. These are fantastic figures, but they happen to be true.

We don't need to look at the building industry. It is all right. We don't need to worry about our financing system for homes. It is good. What we need to look at and worry about are the endless interferences of the bureaucrats, government, and some labor leaders who are misled into foolish actions by their temporary political influence. Let's reverse the picture; let's make it profitable to build, then maybe we'll get somewhere. If this does not happen we will not and cannot have a post-war housing boom.

Add-A-Room-for-baby Studied by W.P.B.

DESIGNED to overcome the need of many families for moving to larger homes as their dwelling requirements increase, two related systems of low-cost prefabricated unit housing have been developed, the Office of Production Research and Development of the War Production Board reported today.

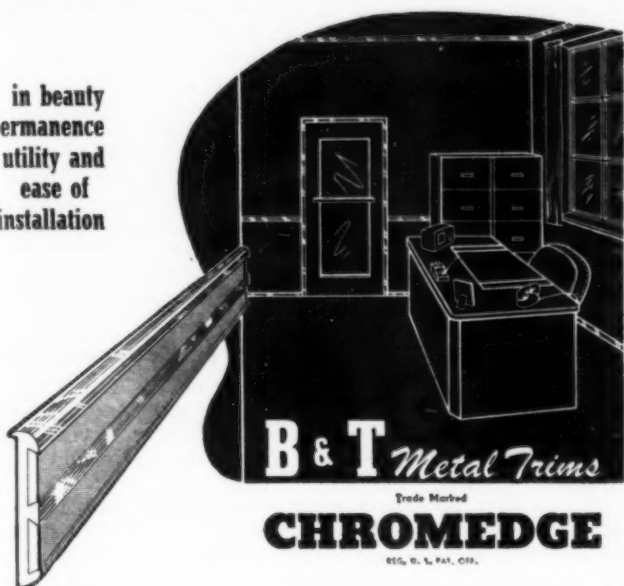
A unit housing system would permit a newly-married couple to occupy a home sufficient for their immediate needs and to add units outward or upward as future family and economic circumstances dictate, OPRD said. Comparatively few modern newlyweds live permanently in the dwelling they first occupied after marriage, OPRD officials pointed out.

The two systems, one providing primarily for prefabrication and assembly at the factory and the other for assembly at the housing site, were developed and tested by the Department of Engineering Research of the University of Michigan.

Results of the University of Michigan research have been compiled in two reports entitled "The Youtz Unit System of Construction" and "The Brigham Unit System." A limited number of copies are available and may be obtained by writing to the Industrial and Consumer Products Branch, Office of Production Research and Development, WPB, Washington 25, D.C.

Trims that STAND OUT

in beauty
permanence
utility and
ease of
installation



B & T Metal Trims
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REG. U. S. PAT. OFF.

Beautification as well as simplification is achieved with the use of Chromedge trims. Available in a wide selection of shapes and sizes. Chromedge fits any need. Adds a modern touch to wall and floor coverings. Stays new-looking longer under continuous wear. Ease in installation is certain as Chromedge trims are designed by specialists with years of floor and wall covering experience. Many new features will soon be available in the Chromedge line. Write for details.

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THE NATIONAL ASSOCIATION OF HOME BUILDERS

Invites You to Membership

NAHB

is helping to safeguard your stake in America's future. It is working constantly to keep you in business. It is your watchdog in Washington, seeing to it that private industry is assured its rightful place in war and postwar housing. Through its Home Builders Emergency Committee, its FHA Legislation Committee, its Public Housing Committee, its Postwar Committee, and other forceful, aggressive committees representing you it is fighting the menace of subsidized, regimented public housing in the postwar period, and laying the groundwork for the orderly removal of all wartime controls. Its leaders, through close personal contact with members of Congress and high government officials present your views and needs forcefully and clearly. They're seeing to it that you'll be able to dust off your blueprints and launch into an early and adequate home building program soon.

And remember, this is not a big-builder organization. It is an every-builder organization. And that means You. It is working for You and for Your interests—present and future.

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Heating equipment
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Automatic
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Units thoroughly proved
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National Radiator Products
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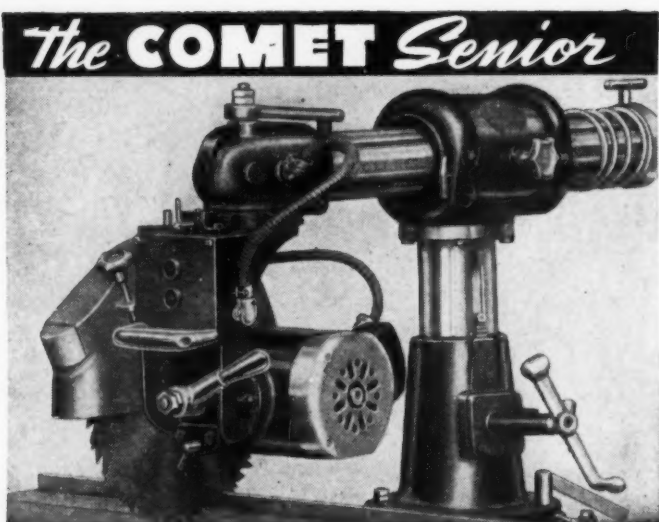
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OVER 50 YEARS OF SERVICE

TO THE BUILDING INDUSTRY





LOOK TO THE FUTURE count on Comets

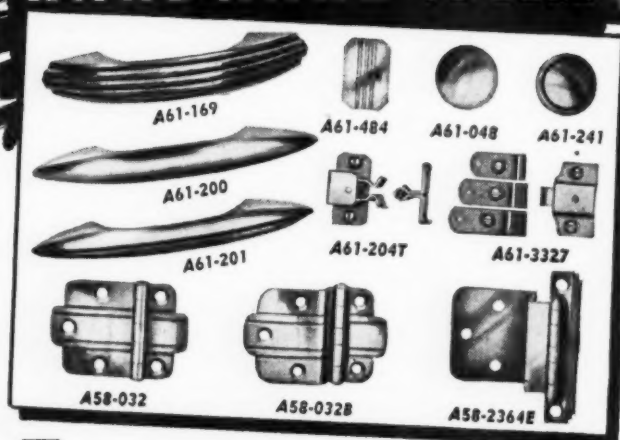
A war is still to be won. But builders everywhere visualize the vast construction ahead. That, too, will be a tremendous job. . . Then, as now, count on Comets. Write for free literature.

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COMETS cut quicker

Kitchen Cabinet HARDWARE STYLED TO SELL



THIS "Profit Packed" line is available in a streamlined matched set. Orders placed now will assure you of delivery for the spring buying season.

Handles, Knobs, Hinges, and Spring Catches—in zinc plated finish, attractively packaged for Quick, Profitable "Over the Counter" Sales—are available on rated orders.



Send for circular showing available products.

NATIONAL LOCK COMPANY

Builders Hardware Division ROCKFORD, ILLINOIS

W.P.B. Researches Fibers for Building Boards—

RESEARCH sponsored by the War Production Board on the use of fibers in making cement-bonded lightweight building board will aid in the wartime rebuilding of blasted villages on Guam, in the South Pacific, the WPB Office of Production Research and Development reported today.

Coconut fiber may be used with cement and other materials to make hard-setting boards for buildings to replace those destroyed in the seizure of Guam by the Japanese and its subsequent reoccupation by the Americans. A report containing full information on the use of fibers to make cement-bonded boards, entitled "Properties of Assorted Lightweight Aggregate Materials," has been airmailed to Guam to assist in the rebuilding program.

* * *

Armstrong Surveys Store Improvements—

NEARLY three-fourths of the merchants handling the Armstrong line of floor coverings are planning to improve their stores or linoleum departments, according to a survey recently conducted by the Floor Division of the Armstrong Cork Company.

A twenty-four page questionnaire, "Will You Help Us Help You," was sent to 30,000 dealers by Armstrong's bureau of merchandising, and the tabulation and analysis of the returns have just been completed. To facilitate this study, stores were divided into four general categories—furniture stores, department stores, specialty stores, and "other" stores.

In answering the question, "What changes in your store layout or floor covering department are you planning for the future?", 45 per cent of the dealers indicated they plan "some changes and rearrangement," while 28 per cent stated they intend to make "major changes involving some remodeling," making a total of 73 per cent who are planning improvements of some sort.

* * *

O.P.A. Hits Eviction of War Workers—

JOINTLY with N.H.A., the W.P.B. will check up on possible violations of priority agreements in the eviction of war worker tenants from private war housing projects. The agencies will act when notified of violations by O.P.A. Recently violations of W.P.B. priority agreements have resulted in eviction of war workers.

(1) Such housing must be reserved for occupancy by eligible in-migrant war workers for the duration of the war need. (2) Builders are permitted to sell upon completion up to one-third of the number of priority war housing they erect in a locality. (3) The remaining two-thirds of the housing must be rented to eligible war workers who after 60 days' occupancy may purchase the property if they so desire.



(Photo by Acme)

THE HOUSE THAT G. I. JOE BUILT

LONDON—Many Londoners will have roofs over their heads this winter, thanks to a contingent of G. I. Joes who helped to build huts like this for the city's bombing victims. Asbestos-lined against the weather and fitted with adequate plumbing and electrical fixtures, this hut was completed in only nine days by American Army Engineers.

Build Your Houses with this
EXTRA SALES APPEAL...

The **HEATILATOR**
Fireplace

**Circulates Heat...
Helps Cut Fuel Bills**

Extra sales appeal for the house, extra convenience and economy for the buyer, and lower construction costs. That's what you get when you install Heatilator Fireplaces in the houses you build. They circulate heat, help to cut fuel bills. No damper or smoke dome to install. No throat or firebox to form. Less masonry to lay. Heatilator Fireplaces go up faster, with less trouble. Eliminate the usual causes of smoking. Available as soon as building starts.

HEATILATOR, INC., 515 E. Brighton Ave., Syracuse 5, N. Y.

The Heatilator Fireplace is Easier to Build

Milwaukee **BUILDERS HARDWARE**
FOR CUSTOMER SATISFACTION

MILWAUKEE — the QUALITY
Line of Builders Hardware

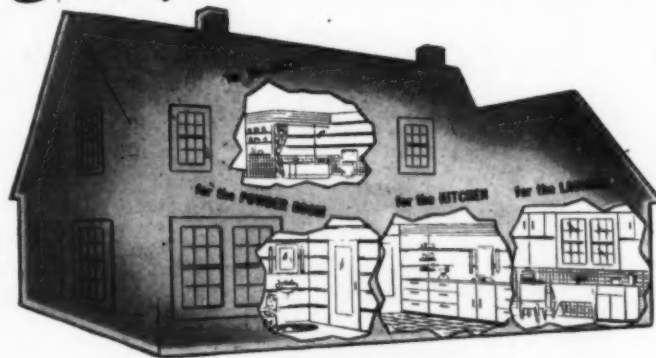


"NU Jamb" Spring Hinges • "Matchless" Floor Spring Hinges • Universal Pivot Hinges • Lavatory Latches • Indicators • Bolts • Lavatory Stall & Door Fittings • Adjustable Screen Hinges • "Rite-Way" Closet Garment Fixtures • "Milwaukee" Door Guards.

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Every Home A PROSPECT



Tylac kitchens like this will be demanded in millions of new and modernized homes of tomorrow.

Miracle Walls
by **TYLAC**



EVERY home is a prospect for the TYLAC Dealer. When our war is won, millions of home owners will improve and modernize. They will demand the economical, easy-to-install, easy-to-clean, permanent beauty of Miracle Walls by TYLAC. Four distinctive patterns — TYLAC — MURALAC — STREAMLINE TYLAC — TYLITE — in a wide range of the "modern-styled" colors. Endless possibilities for highly individual walls in the Bathroom, Kitchen, Powder Room and Laundry. *Multiple* installations in every home that can bring you the greatest volume of business in history as a TYLAC Dealer. Plan now for your share of this prosperous future.

No dealer in the wall products field will have a shorter lapse of time between "V-Day" and "SEE-Day" than the TYLAC Dealer.



TYLAC COMPANY
MONTICELLO, ILLINOIS
MANUFACTURERS OF ENDURING-MODERN WALL COVERINGS

Better ventilation without power costs...no matter which way the wind blows!



Because of the revolutionary, aerodynamically-correct design of the Breidert Air-X-Hauster, wind currents striking it from *any* angle are converted into a powerful suction force that rapidly exhausts stale air from the interior of the house, kitchen or building. The Breidert remains stationary, has no moving parts. *Back-drafts are eliminated where there is no interior negative pressure!*



① In summer, attic temperature often reaches 30° to 40° higher than outdoors.



② Breidert Air-X-Hauster exhausts hot, stale air at the high point of roof, and...



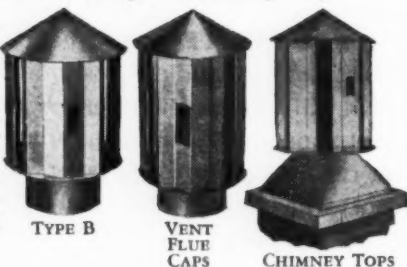
③ Fresh air enters at windows and doors, passes through register openings (R) and into attic, cooling entire house.

Unsurpassed for Kitchen Ventilation... The Breidert system provides a continuous, silent, effective circulation of air that exhausts heat and odors at their source, with no operating or maintenance expense. There are no "hang-over" cooking odors because the exhaust action of the Breidert is continuous. The neat, compact appearance of the "Type A" Breidert (above) especially recommends it for residences.

Higher Capacities Certified by Smith, Emery... Commercial laboratory* tests, made with wind blowing at all angles, prove the remarkably high capacities of the Breidert. Certified ratings are based on these unusual tests. *Smith, Emery & Co., Pacific Coast Branch Pittsburgh Testing Laboratories.

Breidert Air-X-Hausters for Roofs, Vent Flue Caps, Chimney Tops

Breidert Air-X-Hausters provide safe, sure ventilation no matter which way the wind blows, eliminating back-draft and resulting annoyances. Thousands of installations have proved their superiority.



Write for Free Engineering Data Book

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REPRESENTATIVES LOCATED IN PRINCIPAL CITIES OF THE U. S.

Stability for Construction Industry—

(Continued from page 122)

Too much, therefore, must not be expected from a public works program as a general support for high employment, or as a balancing factor for the economy as a whole. If the policy of no wasteful public expenditure and no spending for its own sake is adhered to, the administrative and technical difficulties make proper timing extremely difficult, and reduce the potential volume well below the requirements of a true depression. Public works alone cannot do the job.

In addition to magnitude and administrative difficulties, there is another reason for abandoning the idea of using public works as a general cure-all for the business cycle. This other reason is the undesirability of bringing hundreds of thousands of men into the construction industry and forcing them out again as an offset to the free play of economic forces elsewhere in the business system.

These men are not statistical units that can properly be moved from one column of an accounting sheet to another in order to preserve a general balanced level of employment. Nor can they be shifted long distances from their homes and at times convenient to the business cycle.

The most that can be expected, and this is no small gain, is that public works can be planned and undertaken in such a way as to even out the activities of the construction industry itself, thereby providing a reasonable level of construction throughout the year and year after year. Some rough approximation could be made of what aggregate employment in construction would be suitable over a period of years and, to maintain the desired volume of construction, public works might be undertaken when private construction fell off.

A Suggested Yardstick

What level of employment in the construction industry should be taken as a long-time normal? The suggestion has been made that, as a rough standard, the average rebuilding of our physical plant once a generation, might be taken. This suggestion has the appeal of picturing each generation turning over to the next generation new, modern structures instead of old, outmoded houses, schools and factories.

It has been estimated that such a program would require about eight per cent of the national product and would keep 6,500,000 men employed on and off site. But this figure should only be taken as a preliminary approximation.

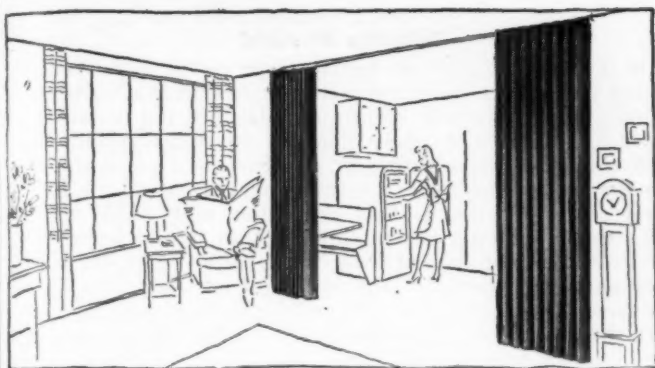
It is important to have some such standard, both to indicate how far we ought to go in bringing forward the scheduling of public works planned for future years, and also to restrain us from avoidable public expenditures for construction at times when private demand is extremely high.

It is likely that immediately following the war, and for some years thereafter, we shall have a considerable boom in private residential building. It may well be that this boom, together with industrial demands and public works that can not be postponed, will be more than sufficient to carry the construction industry to a standard normal. If this should happen and if at the same time there should be substantial unemployment, there would be a temptation to accelerate postponable public works, even though a full quota in the construction industry had already been reached.

The balance to be attained is a reasonably continuous level of activity in the construction industry within the year and over the years. This would greatly increase the efficiency of the industry and any given level of employment would yield a larger and larger product as the years went by. The traditional recurrent idleness of men and equipment in the construction industry has forced, for sheer survival, the adoption of practices which all deplore.

These practices, I feel sure, can be largely eliminated once the industry comes to have confidence in continuity of activity. But as these practices now exist, they are a serious obstacle to the use of the construction industry as a publicly supported agency for employment.

(Continued on page 152)



Breath-Taking Beauty . . . Amazing Utility ...with *Modernfold* Doors

Your clients will appreciate the beauty and utility of Modernfold Doors. With its beautiful fabric covering, this strong, metal-framed, accordion-type door makes any room irresistibly attractive! And you never saw such utility! Quick, easy room division . . . elimination of door-swing area . . . many feet of floor and wall space made usable! These are only a few advantages of this amazing Modernfold. You'll want the whole story! Write today for all the facts . . . see how Modernfold's beauty and utility can help you in your business.



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Do 5 Jobs While Others Do ONE

No Special Equipment or Trained Help Needed... Uncle Sam Is Your Salesman

Contractors are cashing in big right now because Zonolite is so easy to install—as many as *five* jobs completed in same time you'd finish only one with ordinary types of insulation. And these additional jobs are easy to get. People fear fuel shortage. The government is using every kind of publicity urging people to insulate and save fuel.

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For attics simply POUR Zonolite Granular Fill and level off to any desired thickness. Can also be poured in sidewalls.

To make warm, dry floors and walls use Zonolite Insulating Concrete Aggregate instead of sand or gravel.

Use lightweight, easy to apply Zonolite Plaster Aggregate instead of sand to make a plaster that insulates against heat, cold and sound.

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Let us send you full information on the three forms of Zonolite. All three offer big opportunities to contractors. Write us. No obligation.

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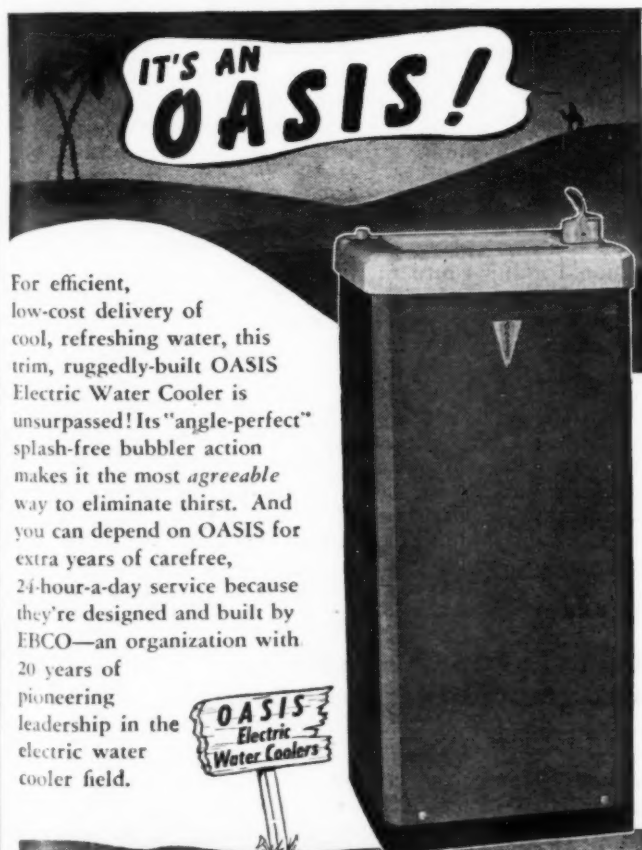
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For efficient, low-cost delivery of cool, refreshing water, this trim, ruggedly-built OASIS Electric Water Cooler is unsurpassed! Its "angle-perfect" splash-free bubbler action makes it the most agreeable way to eliminate thirst. And you can depend on OASIS for extra years of carefree, 24-hour-a-day service because they're designed and built by EBCO—an organization with 20 years of pioneering leadership in the electric water cooler field.

OASIS
Electric
Water Coolers

THE EBCO MANUFACTURING COMPANY
401 W. Town Street Columbus 8, Ohio



SMITH MASCOT

Modern 1/2-bag mixer equipped with Wisconsin air-cooled engine. No radiator to boil in summer or freeze in winter. Performs in any climate with minimum of upkeep and attention. High tension magneto and simple rope starter provide quick starting. Engine fully enclosed, easily accessible. Other features include: big, wide feed chute, "end-to-center" mixing action, fast "tilt and pour" discharge.



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Compact, sturdy trailer mixers, with spring-mounted axles and roller-bearing auto wheels. Tow behind truck at fast speed. Automatic skip vibrator. Enclosed gear reduction.

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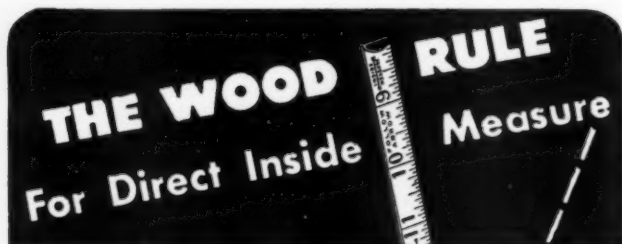
THE T. L. SMITH COMPANY

2849 N. 32nd Street • Milwaukee 10, Wisconsin



MIXERS

Famous for Performance on the World's Greatest Projects



\$1.50 and this coupon will bring you the Interlox sliding wood rule. It is especially designed to eliminate "rule and thumb" measurements. An inside measurement can be read directly on the rule—eliminates adding or subtracting—always 100% accurate.

Each segment—made from the finest straight grain white maple—slides easily into place, locking automatically. A touch of the finger releases the first lock and the rule is closed like a telescope.

The Interlox is built to outlast most wood rules because of a new transparent lacquer which is applied for protection to the numbers and graduations.

MASTER WOOD AND TAPE RULES

TRADE MARK

Master Rule Mfg. Co., Inc. Dept. D-4,
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Please send me (at \$1.50 ea.) The Interlox 6 ft. telescopic rule. I enclose \$

Name _____

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(Continued from page 150)

Reforms Needed

It is indeed difficult to justify large public expenditures today to support the construction industry at a high stabilized level while it is operating under existing restrictive practices. Nor is it likely that the construction industry will change on its own initiative. In fact, a commitment on the part of the Federal Government to see that a high level of construction is held year after year would tempt into the industry a new following that would leave the industry on a stabilized level to be sure, but with most elements only partially employed and with costs as high as ever. The industry would still be pricing for idle time and the government and the public would still not be getting their money's worth.

Since the public works policy of the Federal Government is an indispensable element in a sound federal post-war program for stabilizing the construction industry, establishment of such a policy should be preceded by a thorough Congressional study into the industry, with recommendations that would result in its reorganization; an inquiry of the same scope, dignity and competence as to the National Monetary Commission following which the Federal Reserve System was established.

It is possible that such an inquiry would find that certain of the restrictive practices of the industry should be continued even under high stabilized production. If so, they should be sanctioned by law and supervised by an appropriate regulatory body.

If the construction industry was stabilized by public works expenditures and regulated in the public interest, it would be a different industry from what it is today. It would still be competitive, just as the radio or the banks or the airlines are competitive; it is possible that the industry would be even more competitive than it is today.

Certainly earnings of workers would be larger and profits higher. The dominant factors in the industry would turn to innovations and economies as their way of bidding for a larger section of the construction pie.

Congressional Inquiry

The construction industry is a matter of national concern, and therefore a matter for Congressional concern, because it is looked to for eight per cent of the national product. The industry is indispensable as a source of essential public works, of housing and transportation, and as an outlet for the investment of people's savings. The industry should be given a chance under the law to reorganize for the most efficient service to the community as a private, competitive, planned construction industry.

Now is a particularly good time for a constructive Congressional inquiry into the needs of the construction industry. There is today no nation-wide scandal that would obscure real problems and result in distorted legislation. Further, in the period immediately after the war, the industry will probably be in a fairly healthy condition as far as demand is concerned. During this period the inquiry could go on without the presence of crisis in the industry forcing premature judgments.

A constructive Congressional inquiry presents these opportunities: an investigation of the impediments of the industry; the development of a pattern which would result in stability and greater efficiency to the industry; modernization and lower construction costs to the public; and sound public works programming by the Federal Government.

* * *

O.P.A. Sues California Housing Authority; Charges Rent Gouge—

TWO government agencies tangled in Richmond, California, recently, when O.P.A. filed an injunction suit against the local housing authority, charging it with rent gouging and illegal eviction of tenants. O.P.A. alleged that a sweeping investigation of charges brought by three tenants in the Richmond housing projects revealed that between 75 and 100 tenants had been illegally barred from their homes in violation of rent regulation requirements. O.P.A. said it draws no distinction between housing agencies and private owners.

NEW HOMES Can Defy Decay and Termites and Resist Dimensional Change



New homes can have the new quality that the public will demand as part of post war improvement. All wood repellent to decay and termite attack. Resistant to warping, shrinking, splitting and checking. The biggest advance in home construction in a generation. Homes will last longer. Sticking doors and windows, cracks and creaks will be largely a thing of the past.

WOODTOX (wood preservative and moisture repellent) controls decay, stain, mold, mildew, termites, lyctus beetles and wood borers . . . plus control of splitting, warping, shrinking, checking and grain raising. Gives a finer base for varnish or paint finish. Adds only insignificantly to cost of construction.

WOOD
TOX

For the Termite Infested Building

TERRATOX is a proven termite control. Applied to either wood or soil, its effect lasts over a period of many years. The building contractor, with his knowledge of construction and the help of TERRATOX, is the man best prepared to do a thorough job of termite control.

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SEND FOR BULLETINS . . . sent to architects, building contractors and lumber yards, fully describing WOODTOX and its ease of application . . . and TERRATOX, giving a full and easily understood explanation of all the "Whys" and "Hows" of termite control.

WOOD TREATING CHEMICALS CO.

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Sales Agent For MONSANTO CHEMICAL CO.
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**CHOICE
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MIXERS**

You can't TOP these WONDERS for those many jobs now looming up. More than 30 years of Mixer "know how" is the secret of their success. Huskily built, yet light enough to handle. Easy to charge . . . fast, thorough figure-8 mixing action.

2½, 3 and 3½ Cu. Ft. Capacities
See your CMC Distributor, or write

CONSTRUCTION MACHINERY COMPANY
Waterloo, Iowa



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... APARTMENTS

... and the tenants are grateful for PAYNEHEAT

Unique in exterior design, suggesting a magnificent home, this Southern California apartment building is also noteworthy for its equipment. The PAYNE gas-fired heating installation assures a lifetime of dependable, healthful, economical warmth. ★ Ideal for apartment buildings is the time-tried PAYNE "Unit" system, now progressively improved as . . .

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Circulated winter warmth . . . cooling summer ventilation if desired . . . controlled by zones (individual apartments, groups of rooms or single rooms). Write for new ZONE-CONDITIONING booklet.

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NEARLY 30 YEARS OF LEADERSHIP

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EVERYTHING

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Architect, P. P. LEWIS • Builder, A. W. ZIMMERLE

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DESIGNED FOR BETTER LIVING

Here is a typical example of the many arrangement possibilities afforded by Kitchen Maid Cabinetry—designed for better living—perfected during 22 years' progressive experience and the production of 60,000 kitchens for war housing. Kitchen Maid's composite construction combines all the advantages of the best materials available. Standard units assure remarkable flexibility. Ask your Kitchen Maid dealer for new portfolio of kitchen designs planned by Virginia Hart, eminent kitchen consultant—or write *The Kitchen Maid Corp.*, 554 Snowden Street, Andrews, Indiana.

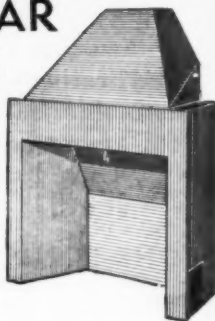


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FOR POST-WAR PLANNERS

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They are ruggedly built, expertly designed to give room-wide smoke-free warmth and to add that "cheery open blaze." Majestic Circulator Fireplaces are your answer to home owners' demands for a heat-worthy fireplace that readily fits any mantel design and takes the guesswork out of fireplace construction.

THE MAJESTIC COMPANY
985 Erie St., Huntington, Ind.

LETTERS

(Continued from page 7)

Change and progress

To the Editor: I was interested in the editorial, "N.H.A.'s ONE PIECE WALL" in the February issue.

Two or three years ago I wrote you commenting on the building industry's pressure for lower interest rates as a means of solving problems in which they were unwilling to do their fair share, and I think I warned you at that time that we should stand together—that if you played with the "powers that be" to hammer our industry and the millions of thrifty people who make it possible, you would sooner or later be placed on the defensive yourself by one or another of the national agencies. That time has apparently come.

I have built a good many hundred homes in other days, so I am in a position to speak for both industries, and I think we should pull together to eliminate the government as far as possible from activities which private initiative is able to do better.—F. R. PEAKE, Pres., Community Savings & Loan Assn., Berkeley, Calif.

Good comparison

To the Editor: I have read with interest your editorial comment of January 15, relative to the N.H.A.'s conclusions regarding the cost of houses. We think that this is very constructive criticism on the part of your publication regarding the N.H.A.'s position. We disagree heartily with their statement that homes cost too much.

The average cost of the family-owned house is around \$4800 and we find that the same families who own these homes are quite willing to spend from \$400 to \$600 a year for an automobile. Over a period of 20 years, which is only part of the life of a well-built \$4800 home, the same family that bought a house for \$4800 will have spent from \$8,000

(Continued to page 156)

WAGNER

BUILDERS SPECIALTIES

ROOF BRACKETS

One model for both wood and composition shingling. Safe . . . durable . . . simple to use. Fastens with ordinary six or eight-penny nails.



FOLDING SCAFFOLD BRACKETS

Fold to transport. Save time . . . save space. Easily installed . . . quickly removed. Speed up building.



LADDER BRACKETS

Adjustable. Attached to ladder rail. Takes two 6" or one 10" plank.

When restrictions are lifted full scale production of improved Wagner Builders Specialties will be resumed immediately.

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Saves Time and Money For Builders and Contractors

This modern, simple, highly accurate, combination Level-Transit is being used and praised by builders and contractors everywhere. It is especially designed for running levels and taking vertical angles on all survey and check-up work.



Universal LEVEL-TRANSIT

Patented Ball Bearing Race assures perfect adjustment under severest conditions... 25 power telescope... light, easy to operate. Has many features of higher-priced models.

**FREE
BOOKLET**
"How to
Lay Out
Building
Lots"

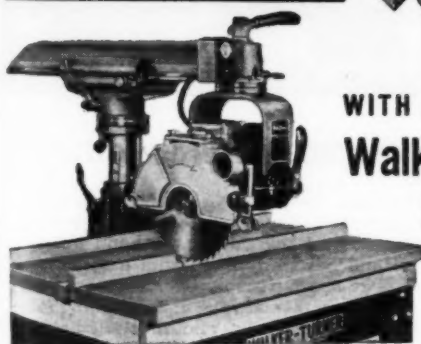
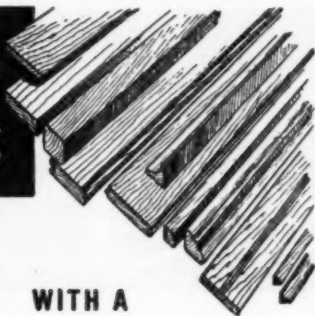
"Universal" Level-Transit with tripod and carrying case.....\$115.00
With Stadia Wires..... 5.00 extra
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WRITE today for full information and Free Booklet. Expert repairing on all makes of instruments.

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WITH A Walker-Turner RADIAL SAW

Prime requisite for successful precutting is an accurate, rugged power

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This versatile, cost-cutting machine crosscuts, rips, dados, shapes, routs, tenons and miters... on wood, metals, plastics and ceramics. Sliding ram travels 21 1/2", affords clear view of work. Convenient controls provide accurate setting. Write for literature.

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RADIAL CUT-OFF MACHINES FOR METAL - MOTORS - BELT & DISC SURFACERS

BUNDLES FOR HIROHITO

LEYTE, Dec. 9, 1944. In countless boxes and crates made of Western Pines is ammunition for our fighting men. Because Western Pines have proved to be ideal for overseas shipments, manufacturers of such containers have almost unanimously specified these fine woods.



ACME PHOTO

This picture is vivid proof that our Government needs Western Pines. Even all-out production of them is not sufficient to supply all the demands and needs of the Army and Navy. That's why the sale of Western Pines for general use has been temporarily discontinued.

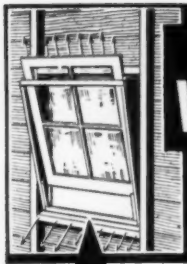


WESTERN PINE ASSOCIATION

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*Idaho White Pine *Ponderosa Pine *Sugar Pine

*THESE ARE THE WESTERN PINES



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The FARLO-VENT

FOR BARNs, MILK HOUSEs, HOG and POULTRY
HOUSEs, MACHINE SHEDs, CABINs, Etc.

A combination sash-ventilating unit made entirely of durable Ponderosa Pine, completely rot-proofed and aluminum primed for permanence. Easily installed in frame or masonry walls. Made in five standard sizes. Farmers and poultry men are all enthusiastic about this practical unit.

Direct and Indirect Ventilation—4 Positions

E-Z-GLAZE PUTTYLESS SASH

Supplied in FARLO-VENT. Durable and weather-tight. No tools or putty needed to re-glaze instantly. Made with heavy bars for long life. To re-glaze, just snap glass into place. Patented construction holds it permanently. Available in 4 ft., 6 ft., and 8 ft. Also sold separately.

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Qualitybilt WOODWORK

Victor Sliding Stairs . . . Sliding Window
Units . . . Basement Sash Units . . . Front Entrances . . .
DeLuxe Kitchen Units . . . Unipak Wood Casements . . . Farlo
Unique Frames . . . Sash . . . Doors . . . Frames . . . Screens
. . . Cabinet Work . . . Stair Parts

FARLEY & LOETSCHER MFG. CO.
DUBUQUE, IOWA

LETTERS—

(Continued from page 154)

to \$12,000 on automobiles and will have nothing to show for that money except a used car worth perhaps \$800 to \$1,000; whereas the home in which they invested their money and which has kept them housed for 20 years will, with the expenditure of no more than it has cost to keep the car running during a 20-year period, have a house which should last them an additional 20 years.

I believe that if the average insurance premium which the car owner pays, plus his State license and his driving tax and the Federal \$5 Stamp were all added together, these costs would total almost as much as the taxes he paid on his home. This is only one comparison which might be drawn between the cost of the home and other things which the family spend their money for and I see no reason why the N.H.A. should continue to indicate to the prospective home owner that they should expect to buy a permanent dwelling for less money in the post-war period than they did before the war.

Cannot See Price Reduction on Houses

I, for one, cannot see how the price of dwellings will be reduced; I think that they have got to be higher if the homes are going to offer what the buyer expects and if the people who live in them expect to earn a satisfactory salary. The building industry represents about 14-15 per cent of the total gross income in normal times, and unless the income of that group of people is to be materially reduced, the price of houses will have to be as much, if not more than they were before the war.

The income of the people who built homes before the war has been increased materially during the war but the salaries which this same group of mechanics have earned on war work and the cost per unit of housing which has resulted in the construction of the multiple dwellings which have been

(Continued to page 158)

In addition to sawing lumber, you can . . .

CUT ALL THESE AT LESS COST!

Light Gauge Steel • Tile
Transite • Stone • Brick
Marble • Gypsum Plank
Cement Block



Model A-9"
3-7/16" Cutting Cap.
\$125.00

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Fred W. Wappat Saws Save Time...Assure Accuracy!

Extremely hard materials are used increasingly in modern building. For cutting such material speedily, accurately, and with maximum safety to operator, many builders depend upon Fred W. Wappat Electric Hand Saws equipped with a suitable blade. Fred W. Wappat Saws are purposely overpowered for greater cutting speed. Cutting line is always visible, and the saw is balanced so that it follows line easily. Both models have automatic cut-off switch, and the famous Fred W. Wappat spring-controlled telescoping guard.

Fast and accurate cutting of tough building materials means money saved—on any building job. Write today for particulars on Fred W. Wappat Electric Hand Saws and Special Blades. There is no obligation.

FRED W. WAPPAT SAWS CAN BE EQUIPPED WITH—

MITERING BLADE for cutting fine moldings, without use of mitering box.

DADO CUTTER for dovetails, ploughed or gained grooves, rabbets, tenons, etc.

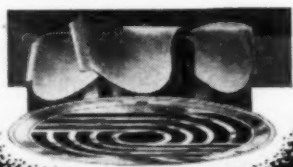
ABRASIVE DISC for cutting or scoring tile, transite, marble, gypsum plank, cement block, stone.

FRICTION BLADE for cutting light gauge steel and other light metal sheets.

IMPROVED RADIAL GUIDE

Gives Fred W. Wappat Saws Every Important Feature of a Radial Saw. Ask for details.

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Post-War Home Buyers will demand "Spot" Ventilation

Forced draft heating, with its energetic RE-circulation of unwanted odors and vapors, has focused attention on the need for "over-the-spot" forced ventilation, even in low priced homes.

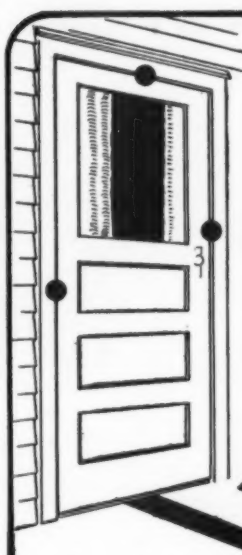
Blo-Fan
"SPOT" VENTILATORS

will reappear after the war in an even wider price range than prewar. There will be Blo-Fans for low, as well as medium and high, priced construction — for every type of kitchen, bathroom, game room, etc. Blo-Fan is a patented combination of fan and blower principles, providing the volume of a breeze fan with the power of a blower — and backed by 20 years of ventilation "know how."

Write today for new free booklet
"Danger Spots in your New Home."

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BRANCHES (TO BE RE-ESTABLISHED AFTER THE WAR)
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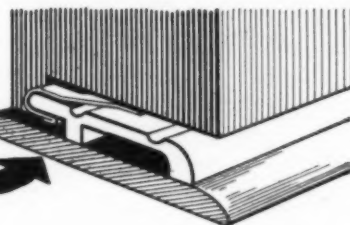


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for Positive Weather Protection and
Maximum Fuel Savings

The present fuel shortage has taught every homeowner the importance of dependable weatherstrip protection to prevent needless heat loss and discomfort.

**NOW IS THE TIME TO TAKE
ADVANTAGE OF THIS DEMAND**
ALLMETAL Weatherstrip for Double Hung
Windows, Casements and Doors is furnished
cut to size and ready to install.



**Every Outside
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There is a type
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One way to Build Beauty in CONCRETE MASONRY WALLS

Here's the most economical way to build attractive concrete masonry walls. Emphasize the horizontal joints by making them concave with a jointing tool. Cut the vertical joints flush and tight to subdue them. Then finish with portland cement paint and you have an attractive, weathertight wall, a credit to the contractor.

But whatever you build of concrete, whether it is a firesafe concrete house or farm building, garage, foundation, loading platform or an industrial driveway, you give your customer low annual cost—the true measure of building economy.

Helpful "how to do it" literature on concrete improvements for industrial or commercial uses or on farms is available to you on request. Free in United States and Canada. Please specify type of information desired.

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As usual, look to A-P for
your requirements in the
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Learn to draw plans, estimate, be a live-wire builder, do remodeling, take contracting jobs. These 8 practical, profusely illustrated books cover subjects that will help you to get more work and make more money. Architectural design and drawing, estimating, steel square, roof framing, construction, painting and decorating, heating, air-conditioning, concrete forms and many other subjects.

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These books are the most up-to-date and complete we have ever published on these many subjects.

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You may ship me the Up-to-Date edition of your eight big books, "Building, Estimating, and Contracting" without any obligation to buy. I will pay the delivery charges only, and if fully satisfied in ten days, I will send you \$2.00, and after that only \$3.00 a month, until the total price of only \$34.80 is paid. I am not obligated in any way unless I keep the books.

Name

Address

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Please attach a letter stating your age, occupation, employer's name and address, and that of at least one business man as a reference. Men in service, also give home address.

LETTERS—

(Continued from page 156)

erected during the war has been much greater for the product than single homes cost before the war.

In conclusion I think it would be better for the N.H.A. in their bulletins to talk about the complete house and to encourage buying of a home, rather than to make the public expect that homes should cost less in the post-war period.—R. K. AUSTIN, Kearney, New Jersey.

Outsider's viewpoint

To the Editor: We are so interested in the magazine's ceaseless scouring of N.H.A., F.H.A. and perhaps some others. Interested and alternately amused and irritated. Because we have small real estate investments, Mrs. Holdt plans to build a small apartment house when the time is propitious; expected during these last few years to get assistance from *American Builder* pages.

For a few years all this waiting and baring of teeth seemed somehow to be just our response of the one industry to America's economic growing pains. But recently someone remarked that "this kind of thing now, after our experiences of the past 12 or 15 years and the knowledge gained from them isn't even silly; it's just plain stupid!"

Of course, the building industry from bottom to top is decades behind the times. Everyone excepting those directly interested in the industry seems to know it! The latter seem to be spending their time beating up a scapegoat. Wouldn't it be profitable instead to explore and report upon the conditions that retard the industry and promise to injure it still more if not corrected? Stupid labor practices, monopolies, collusion, restrictive codes and ordinances, wasteful practices.

I am sincerely interested in the industry and hope that those concerned will take advantage of the great opportunities that ever will be open to it.—G. G. HOLDT—New Orleans, La.

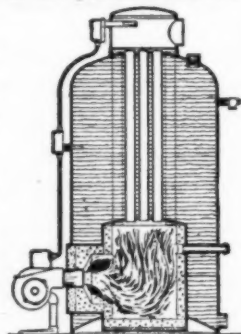
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If it's heating economy you want, ask your engineer to check up on Johnson Burners. He'll find that they also offer fully-automatic control, safety, quietness and dependability. And a full range of sizes and types for every need.

After the war . . . we can fill any demands you make. Even now we can meet many of them. Let us know what you need.



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Waste paper is essential to make the containers that help keep your business alive by distributing the products you make.

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Waste paper in the form of old files, obsolete records, loose paper around warehouses, receiving departments and shipping departments takes up space that costs money and slows down efficiency.

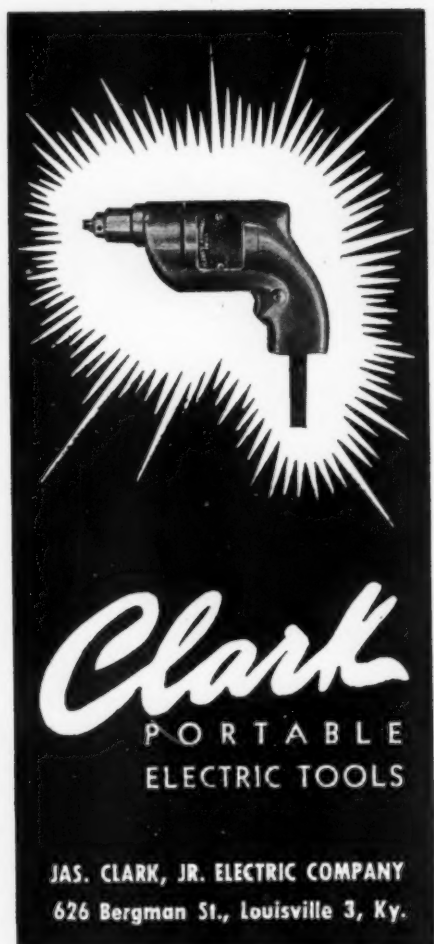
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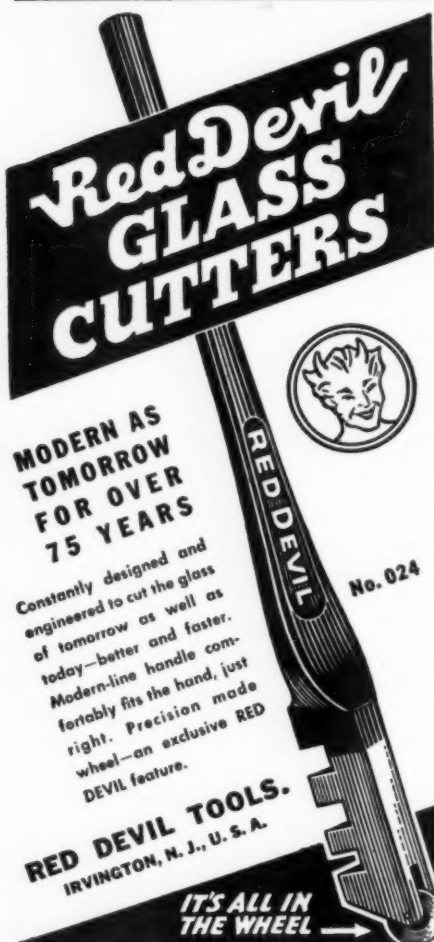
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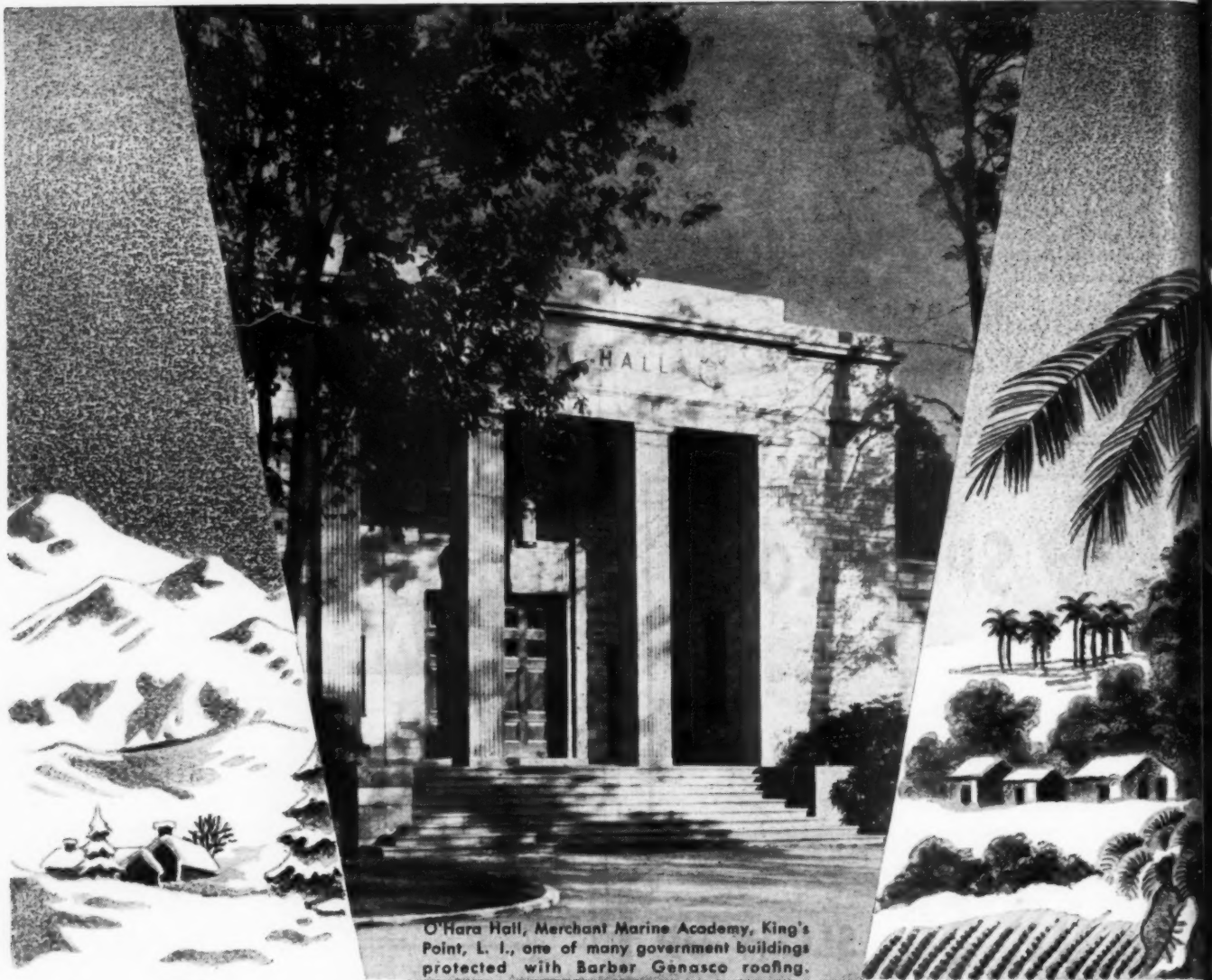
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